



MEETING NOTES

CAR FREE DAY 2019 EVENT STEERING COMMITTEE

Wednesday, July 10, 2019

1. Introductions

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

2. Meeting Minutes

Minutes from the May 8, 2019 meeting were approved by the Committee as written.

3. Poster

The Committee reviewed the “Drop it for a Day” themed event flyer which was updated from last year for use in 2019. The image contains a visual of a hand dropping a car key. The flyer will be revised based on Committee feedback, the poster will be printed late July 2019, and distributed in early August. A pdf of the final poster will be available on the web site for download, and the eps version will be provided by request.

4. Radio

The 30-second ‘Drop it For a Day’ companion radio draft script was also updated from last year for use in 2019 and reviewed by the Committee. Feedback was provided to make minor modifications. It begins, “Tired of sitting in traffic? Drop your keys for a day.” The radio spot will be produced in August, and air during the first three weeks of September.

5. Proclamation

The Car Free Day proclamation approval and signing will take place at the July 24, 2019 National Capital Region Transportation Planning Board (TPB) meeting. The enlarged proclamation will be ceremonially signed by TPB Chair and Prince William Supervisor, Martin Nohe. The proclamation photo will be posted to the Car Free Day web site and social media accounts. Board members will be asked to adopt similar proclamations within their jurisdictions.

6. Sponsors

All sponsors from the previous year are onboard for Car Free Day 2019. Sponsors include Capital Bikeshare, East Coast Greenway Alliance, Giant Foods, KIND Snacks, Metro, Tri-County Council for Southern Maryland, Virginia Railway Express, and the Washington Area Bicyclist Association (WABA). Nift has been secured as a new sponsor and all who take the Car Free Day pledge will receive a \$30 promo code credit on the Nift app to spend with small businesses in local neighborhoods. Progress has also been made with Nando Peri

Peri as a potential new sponsor for 2019. Traci McPhail, North Bethesda Transportation Center (NBTC), noted that she will speak to her contact at Regus. Nicholas Ramfos, COG/TPB staff, suggested a partnership with Enterprise to offer a free trial to fill empty vanpool seats during Car Free Days.

7. Roundtable Discussion/Jurisdiction Events & Activities

Meeting participants discussed various Car Free Day related topics and plans to promote Car Free Day.

Nicholas Ramfos, COG/TPB staff, mentioned that points will be awarded on incenTrip for taking the Car Free Day pledge. App users can redeem points earned for taking transportation alternatives, for cash payments. Concerns were expressed over WABA's lack of support for helping to promote Car Free Day since bicyclists make up one of the largest percentages of mode use by Car Free Day past participants. Also, the District's street closure will not be held on the weekend of Car Free Day, rather in October. Mr. Ramfos will make a presentation on Car Free Day to the TPB Technical Committee on July 12, 2019 and will give a similar presentation at the July 24, 2019 TPB meeting.

Traci McPhail, NBTC, noted that Montgomery County Commuter Services will promote Car Free Day together with the Walk and Ride Challenge which begins September 9 and runs through September 27, 2019.

Douglas Franklin, COG/TPB staff, announced that the Car Free Day web site is ready to take pledges and that a follow up email will go out with the Car Free Day logo, flyer, and Proclamation. Meeting attendees were asked to notify Mr. Franklin about special events/promotions planned within their jurisdictions for Car Free Day 2019. The information will be added to the Car Free Day web site as made available. Lastly, an update on Car Free Day will be given at the July 16, 2019 Commuter Connections Subcommittee meeting. The Committee will also be asked to review and provide comments to the 2018 event report.

Matthew Zych, Washington Metropolitan Area Transit Authority was open to the suggestion of further discussing how it may be possible to leverage the reopening of Metrorail stations affected by the summer platform work shutdowns, with a message about Car Free Day.

8. Other Business

The following complimentary transit signage has been offered for promotion of Car Free Day 2019: 50 tails on Fairfax Connector, 300 interior cards on Metrobus, and 77 interior cards on ART buses. Ride On quantities and sizes are currently being determined. Erick Maravilla from Prince George's Department of Public Works & Transportation will discuss available transit space with his section chief.

The next Car Free Day Steering Committee meeting will be held on Wednesday, September 11, 2019, 11:30 a.m. – 12:30 p.m., in the Kirby Training Center.