

**Car Free Day Steering Committee
Meeting Notes - October 8, 2008**

1. Introductions

2. Approval of Minutes from September 10, 2008 Meeting

Meeting notes were approved as written.

3. Pledges

Douglas Franklin reviewed the final pledge data and reported the total number of pledges for Car Free Day was 5,471. The breakdown of pledges by state was fairly balanced with DC at 29%, Maryland at 34% and Virginia at 32.5%. Other pledges were received from Washington region workers living in Delaware, Pennsylvania and West Virginia. The total number of reported miles avoided on Car Free Day was 62,940. This number was low however as only about half of pledges made provided mileage information. Mode split for commuting on Car Free Day was as follows: Rail (metro and commuter) 51.7%; Bus (Metro and other local bus) 40.1%; Bicycles 39.9%; Walk 39.0%; Ridesharing 7.9%; Telework 2.7%; and Other 3.0%. Percentages exceeded 100% as participants could check all modes that applied. An noteworthy statistic was that 22.5% of those who pledged provided their cell phone number to receive text message updates about Car Free Day.

4. Media Coverage

Several videos of TV coverage from Car Free Day were watched at the meeting including scenes from downtown Silver Spring and of Commuter Connections Director Nicholas Ramfos interviewed at the West Falls Church Metro station. In addition an amateur video submitted through a contest sponsored by WMATA was viewed.

Car Free Day headlines in various media included:

- World Car-Free Day prods thinking
- Officials Promote 'Car Free D.C. Day'
- Officials Ask Commuters to Go "Car Free" for One Day
- Dr. Gridlock's Tips – Car Free Monday
- DC Prepares for Car Free Day
- Monday is Worldwide Car-Free Day

5. Partner Events and Activities Roundtable

Meeting attendees provided a brief update on results and activities from their 2008 events.

Anna McLaughlin provided narration to a picture slideshow from the Car Free Day street closure event in downtown DC. The event took on a street festival type celebration with giant archways of colorful balloons on either entrance against a backdrop of beautiful September weather. The setting included live music, a caricature artist, vendor booths, free T-shirts, food (for sale), fitness demonstrations interactive “bike art”, a bike valet and bike check-ups. Demonstrations were available of DC SmartBikes and Segways. Also on display for exploration was the new extra long Metrobus, a VPSI van, and a ZipCar. VIP speeches included Car Free Day champion Councilmember Tommy Wells.

Danielle Milo from Bethesda Transportation Solutions stated that BTS worked with a promotion in coordination with Montgomery County Commuter Services at the Bethesda Metrorail station to enter commuters into a prize drawing which included a grand prize bicycle giveaway. Other prizes included \$50 in transit fare cards and passes, and coupons to local retailers.

Rico Fleshman from VPSI shared both positive and negative experiences with Car Free Day. While the vanpool provider enjoyed exposure at the DC event and benefited from the happening, attempts to coordinate a complimentary van pool with a Virginia employer was met with a last minute lack of interest.

6. Other Business

Douglas Franklin provided an update on prize distribution. The District Department of Transportation donated an iPod nano as the grand prize and other prizes included SmarTrip Cards donated by WMATA, and commuter rail passes donated by Virginia Railway Express and the Maryland Transit Administration.