

**Car Free Day 2012 Steering Committee
Meeting Notes
March 14, 2012**

1. Introductions

2. Approval of Minutes from September 14, 2011 Meeting

The minutes were approved as written.

3. Recap of 2011 Event

On September 22, 2011 the Car Free Day event in the Washington region encouraged area residents and employees to go Car Free or Car-Lite. It was a watershed year for event organizers as the goal to collect 10,000 pledges was surpassed for a total of 12,000, a 70% increase over the previous year.

Extensive updates were made to the Car Free Day web site, including an upgrade to the security functionality of the site. The site was populated with events and promotions from corporate sponsors and participating jurisdictions including:

- A coupon for Flippin' Pizza was created and emailed to those who pledged through the designated cut-off date. A total of 2,400 free slices of pizza were given out.
- A promotion with WMAL raised awareness of Car Free Day by raffling off copies of the Congressional Handbook.
- Capital Bikeshare celebrated its first anniversary birthday with a "Bash" at the Capitol Riverfront Yard's Park with a live band, giveaways, food trucks and fun activities for adults and children.
- Bike and Roll provided free bicycle rentals.
- Frederick Co. TransIT Services provided free bus rides on Connectors and shuttles.

- Loudoun County Office of Transportation Services offered a chance to residents and employees of Loudoun County to win a stadium chair.
- Montgomery County Commuter Services and its TMD contractors provided free giveaways and prize drawings at the Bethesda, Friendship Heights, Silver Spring, and Twinbrook Metrorail stations. The county also provided coffee & donuts at the Burtonsville Park & Ride Lot. Prize drawings from included a \$200 SmarTrip Card, a Kindle 3G, coupons to local retailers and other swag.

Prizes were donated by sponsors and placed into a general raffle for those who pledged to go Car Free or Car-Lite on September 22nd. Grand prize recipients included Camille Dixon, winner of the Apple® iPad™ 32GB, courtesy Base Technologies and John Clinton, winner of the Kona WorldBike 3-speed, courtesy BicycleSPACE.

Other prizes included tickets to baseball games, courtesy of the Washington Nationals; Capital Bikeshare memberships, courtesy of goDCgo; Segway Tours, courtesy of Capital Segway; SmarTrip Cards loaded with \$25 of fare, courtesy of WMATA; and commuter rail passes, courtesy of Virginia Railway Express and the Maryland Transit Administration.

Media outreach was conducted in collaboration with COG and its Office of Public Affairs, with a coordinated approach to maximize Car Free Day coverage. Media pitches were made to traditional and new media outlets throughout the region. The publicity team secured interviews and maintained strong media coverage for the event resulting in 102 media placements including blogs. Overall media coverage of Car Free Day increased 20% over 2010.

Major universities in the Washington region participated in a friendly challenge among faculty and staff through the “Capital Campus Car Free Competition.” Bragging rights were won by American University.

4. Car Free Day 2012 Date

Car Free Day has always been held on Sept 22nd in the Washington Metropolitan region. Last year was on a Thursday but due to leap year, it

lands on a Saturday in 2012. The committee discussed pros and cons of a Saturday event. COG/TPB staff reviewed a summary and photos of other mid-sized and major cities throughout the U.S. that held weekend street closure events similar to Car Free Day celebrations around the world.

5. 2012 Pledge Goal

Given that this year's event will be held on the weekend, the pledge goal for Car Free Day 2012 will remain at 12,000.

6. Marketing Materials

A marketing campaign along with public outreach efforts will be developed to coincide with Car Free Day 2012. Given that the event will be held on a Saturday, the message will need to be modified i.e. more family oriented.

7. Other Business

The next Car Free Day Steering Committee meeting will be held on Wednesday, May 9, 2012, 10:00 am – 11:30 pm, COG Mtg Rooms 4&5.