



MEETING NOTES

CAR FREE DAY 2013 STEERING COMMITTEE

Wednesday July 10, 2013

1. Introductions

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

2. Meeting Minutes

Minutes from the May 8, 2013 meeting were approved as written.

3. Web Site

Several modifications were made to the web site from the previous year to prepare for the 2013 event. Most of the language pertaining to 2012 has been removed or soon will be. The pledge form which had been removed following last year's event was reinstated for 2013 and the home page pledge counter has been reset back to zero. The pledge form was expanded to incorporate three days and several commuter modes removed last year due to a weekend only event were reinstated onto the form. The site still needs to be populated with known prizes, related calendar events, and promotions and activities of jurisdictions. The goal is to launch the web site by the end of July and the site will be updated regularly.

4. Poster

The same theme and general layout as 2012 will be followed for the 2013 event poster. The dates of the three day event will be emphasized in the headline. A few of the words written on the car graphic will be replaced with more appropriate verbiage suggested by the Committee. Posters will be available at least a month prior to Car Free Days. Committee members were asked to indicate any special quantity requests. A pdf of the final poster will be available on the web site. Unfortunately BicycleSPACE was not able to secure a bicycle donation for Car Free Days, so the poster will only mention an iPad. The iPad will be donated by the Tri-County Council for Southern Maryland and the Maryland Transit Administration.

5. Radio Scripts

Three draft radio scripts were presented to the Committee for review and discussion. The drafts included "Shoes", "Dream" and "Do it"; the Committee unanimously selected "Dream" to move forward with. Instead of feeling the stress and pollution of traffic congestion, the announcer prompts listeners to close their eyes and visualize the streets filled with greener thoughts of Car

Free Days. Feedback and suggestions were provided by the Committee and modifications will be made to the selected radio script. The radio spot will be produced in mid-August, and will air during the first three weeks of September.

6. Proclamation

A Car Free Day proclamation will be reviewed for approval at the July 17th National Capital Region Transportation Planning Board (TPB) meeting at COG, where September 20-22, 2013 will be proclaimed as Car Free Days throughout the region. An enlarged proclamation will be presented and signed by Loudoun County Board of Supervisors and TPB Chair, Scott York. After the Board meeting, the proclamation and photo of the signing will be posted to the Car Free Day web site News section and social media. Board members will be asked to pledge to go car free for the event and to adopt similar proclamations within their jurisdictions.

7. Roundtable Discussion/Committee Member Planned Events & Activities

Meeting participants discussed plans for Car Free Days celebrations within their jurisdictions.

8. Other Business

Prize donations are being accepted for the 2013 event. In return, sponsors will receive logo placement and a hyperlink on the Car Free Days web site, mentioned in a press release, and on social media.

Transit signage donations are being accepted at this time.

COG staff will provide an update of the Car Free Days event at the July 16th Commuter Connections Subcommittee meeting.

The next Car Free Day Steering Committee meeting will be held on Wednesday, September 11, 2013, 11:30 am – 12:30 pm, COG Mtg Rooms 4&5.