



CAR FREE DAY 2016

Meeting Notes

Wednesday, May 11, 2016

1. Introductions

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

2. Meeting Minutes

The Committee approved the March 9, 2016 meeting notes as written.

3. Marketing

Marketing funds for Car Free Day 2016 will be available upon the start of COG's new fiscal year, beginning July 2016. Upon that time, work will be initiated on marketing related materials for the campaign. The main components will include updating the event poster and developing draft radio scripts for review by the Committee. The Committee decided to continue with the previous year's main poster theme, and provided feedback on general formatting changes. Part of the direction is to depart from the team hashtags for the poster and concentrate on using a primary hashtag such as #CarFreeDay.

COG/TPB staff reviewed updates made to the Car Free Day web site since the last meeting. Changes included shifting the primary pledge button to a position above the scroll, and modifications to the pledge form to remove defaults from the mode choice question. Previously, 'bicycle' was the default mode choice to select from, based on its alphabetical presence on the list. The answer would remain bicycle unless a different mode was selected. For 2016, a mode choice must be selected, including bicycle.

4. Prizes/Sponsors

Prize donations are being accepted for the 2016 event. In return, sponsors will receive logo placement and a hyperlink on the Car Free Day web site, and be mentioned in the official press release and on social media.

5. Jurisdiction Roundtable

Meeting attendees discussed the appeal of street closures for Car Free Day, similar to Europe, South America and other parts of the world where people come together to celebrate the day. If possible, the Committee agreed that having at least one 'Open Streets' event (street closure) per state would be a reasonable goal for 2016.

The notion of the event's name itself, 'Car Free Day' was discussed as being potentially construed as too car negative for the general public. In Europe, it is known in many areas as 'Mobility Day'.

6. Other Business

The next Car Free Day Steering Committee meeting will be held on Wednesday, July 13, 2016, 10:00 am – 11:30 am, at COG in meeting rooms 4 & 5.