



**CAR FREE DAY 2012 STEERING COMMITTEE
MEETING NOTES
Wednesday May 9, 2012**

1. Introductions

2. Approval of Minutes from March 14, 2012 Meeting

Minutes from the March 14th Car Free Day meeting were approved as written.

3. Car Free Day 2012 Date

It was determined that the 2012 Car Free Day event will be held on Saturday September 22, 2012. This will be the first time the event has fallen on a weekend since being held in the Washington region.

4. Marketing Approach

Marketing funds for Car Free Day 2012 will be available upon the start of COG's new fiscal year beginning July 2012. Upon that date, work can be initiated on marketing related materials for the campaign. Marketing efforts will commence with the updating of the event poster and developing draft radio scripts for review by the Committee. Based on the weekend timing of Car Free Day, the marketing material's messaging will take on a more family oriented – leisure focus. Anna McLaughlin from DDOT suggested that new poster art should be developed in order to bring a fresh look and feel to Car Free Day. Nicholas Ramfos feels this is possible, budget permitting.

5. Prizes / Sponsors

Prize donations are being accepted for the 2012 event in exchange for a logo and link on the Car Free Day web site. Opportunities are available for corporate and organizational sponsors who are looking for exposure to a large audience. Commuter Connections will pursue another iPad donation and WMATA will donate SmarTrip cards,

6. Jurisdiction Participation / Street Closure Plans

Committee Members discussed plans for the 2012 Car Free Day event. COG/TPB staff has asked that each jurisdiction strive to make arrangements for a street closure in celebration of Car Free Day. Montgomery County is strongly considering street closures. DDOT will suggest to the National Park Service that the Feet in the Street festival coincide with Car Free Day. In addition, sections of Rock Creek Park are closed to motor vehicles each weekend.

Liz Badly from Reston Association has offered to promote Car Free Day in the August edition of Reston Magazine.

7. Other Business

Track work is planned on the red line on September 22 resulting in closure of the Medical Center station in Bethesda. Buses will be provided between Grosvenor and Friendship Heights stations.

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