

**MEETING NOTES
CAR FREE DAY STEERING COMMITTEE**

September 9, 2009

Metropolitan Washington Council of Governments
777 North Capitol Street, N.E.
Washington, DC 20002

1. Introductions

2. Approval of Minutes from July 8, 2009 Meeting

Meeting notes were approved as written.

3. Web Site

The District Department of Transportation donated an ipod for the prize drawing and noted such on the website. Several enhancements were made to the Car Free Day web site including photos and press coverage from 2008. More sponsor logos were added for those who provided substantial in-kind donations such as signage or giveaways at the regional level. Events/promotions submitted by jurisdictions have been added as notified. Reciprocal links were placed on Try Transit Week & Virginia Railway Express web sites.

4. Marketing Materials/Outreach

Car Free Day fliers with the headline "Uncar for a Day" were printed and made available by the first week of August. A PDF of the flier is also available on the event web site. A mailing to 4,000 employers was sent out a month in advance of the event which included a letter about Car Free Day and two fliers. Employers were asked to support the event by posting fliers onto their bulletin boards. An email will be sent out to employers as well.

Car Free Day buttons were made available to Steering Committee members for use in promoting the event and specifically, to encourage pledges to the web site.

The press release for Car Free Day was distributed at the meeting and is to be sent out today, September 9. A podcast interview with Nicholas Ramfos by the Metropolitan Washington Council of Governments will be recorded this Friday and posted next week to the COG web site.

Radio ads began the week of August 17 and will continue through this week. A total of 100 spots ran on WASH-FM, 160 spots on WBIG and 80 spots on WRQX. Audio of the newly produced Car Free Day 2009 ad was played and was based on a script selected by the Steering Committee which depicts a woman in love with her car but one who feels her relationship needed a little healthy time apart.

Text message reminders will be sent out on September 15 and 21 to all who pledge and opt in to receive. This file will need to be forwarded to COG.

Transit Signage was donated by the following organizations:

- 50 Metrobus queens (30 x 88)
- 30 Ride On bus kings (30 x 144)
- 30 Ride On bus shelters (48 x 69)
- 40 ART bus cards (11 x 28)

There are 28 followers and growing on the Car Free Day Twitter page. The link to twitter was placed onto the Car Free Day home page.

5. Roundtable Discussion/ Committee Member Planned Events & Activities

Commuter Connections to table at Washington Nationals Game. Arlington County to host Car Free Day/Car Free Diet happy hour event. WBIG radio will be at the District street closure. Washington Area Bicyclist Association will have a program tent at the District street fair. VPSI will have a van present.

6. Other Business

A final wrap up meeting for the 2009 event will take place on Wednesday October 14 at noon.