



**CAR FREE DAY 2011 STEERING COMMITTEE
MEETING NOTES
JULY 13, 2011**

1. Introductions

2. Approval of Minutes from May 11, 2011 Meeting

Meeting minutes were approved as written.

3. Web Site

COG has been updating the Car Free Day web site www.carfreemetrodc.com for the 2011 event. Most of the language pertaining to 2010 has been removed and the pledge counter has been reset back to zero. The pledge form which had been removed soon after last year's event was reinstated for 2011. The site needs to be populated with promotions and activities for the 2011 event. The new 2011 logo will be made available to the Committee for promotional purposes.

4. Poster

The poster has been updated with the 2011 logo. The same recognizable "Uncar for a day" theme and images from previous years will be used again. The 2011 poster includes a suggestion from the Steering Committee to include the placement of a QR code, for readability by smart phones. When scanned, this will take the user directly to the Car Free Day pledge form. Other changes included adding the phrase "Car-lite" and adding "Go Green Save Green" in lieu of "Save the Planet". The final poster will mention the iPad raffle prize (which was provided by sponsor Base Technologies). BicycleSPACE will provide a bicycle for the event as another substantial prize to mention on the poster. The goal is to have the posters printed by the end of July and delivered by the first week of August. Requests for specific quantities were taken at the meeting. Once finalized, a pdf of the poster will be sent to the committee and placed onto the Car Free Day web site.

5. Radio Scripts

Three draft radio scripts were presented and the Committee was asked to review, discuss and make one selection to move forward with. The drafts included “Path to Enlightenment”, “Smell the Roses” and “Free Time”, and the Committee selected “Smell the Roses”. The script encourages listeners to take the time to notice the sounds of birds chirping instead of cars honking, and instead smelling car exhaust to stop and smell the roses. Feedback and suggestions were solicited in order to make appropriate modifications to the draft radio script chosen. The radio spot will be produced in first half of August, air starting the last week of August, and run through the third week in Sept.

6. Proclamation

A Car Free Day proclamation will be held at the July 20th National Capital Region Transportation Planning Board (TPB) meeting at COG to pronounce Sept 22nd as Car Free Day throughout the region. After a presentation by Commuter Connections Director, Nicholas Ramfos, an enlarged proclamation will be presented and signed by TPB Chair Muriel Bowser, Councilmember for the District of Columbia. The proclamation and photo of the signing will be posted to the Car Free Day web site after the Board meeting. Board members will be asked to personally pledge to go car free and to adopt similar proclamations in their jurisdictions.

7. Roundtable Discussion/Committee Member Planned Events & Activities

Meeting attendees provided brief updates on the planning status for the Car Free Day event.

8. Other Business

Car Free Day facebook usage is very active, and tops the number of subscribers who “like” the Commuter Connections Bike to Work Day facebook page by a margin of 6 to 1.

COG is looking for transit signage commitments this week with interested partner jurisdictions. To date, Arlington, WMATA and Montgomery County have offered free advertising space on buses and/or shelters.

COG staff will provide an update of the Car Free Day event at the July 19th Commuter Connections Subcommittee meeting.

The next Car Free Day Steering Committee meeting will be held on Wednesday, September 14, 2011, 11:30am – 12:30pm, COG Mtg Rooms 4&5.