



MEETING NOTES
CAR FREE DAY STEERING COMMITTEE
September 11, 2013

- 1. Introductions**
Committee members, guests and other attendees introduced themselves by name and affiliation.

- 2. Approval of Meeting Minutes**
Minutes from the July 10, 2013 meeting were approved as written.

- 3. Poster**
Car Free Day posters were updated with Committee feedback. Changes included more relevant verbiage i.e. “drive less”, “shop local”, “carpool to the office” etc. Posters were distributed a month in advance of Car Free Day and mailings were sent to employers along with a letter. A pdf of the final poster is available on the web site.

- 4. Radio**
The :60 second radio spot was produced last month and played for the Committee. During the spot, the announcer prompts listeners that rather than feel the stress and pollution of traffic congestion, to close their eyes and visualize the streets filled with greener thoughts of Car Free Days. The radio ad has been airing since September 2nd and will run up to the beginning of Car Free Days on WTOP, BIG 100, and DC101. Home page “take overs” will occur on WBIG and DC101 web sites for one day, when Car Free Day online banners will be splashed onto the respective radio station home pages.

- 5. Transit Signage**
Transit signage for Car Free Day is appearing on the following bus systems: Arlington, Fairfax, Metro, and Montgomery. In addition, WMATA provided a rotating tile ad on their web site.

6. Sponsors/Prizes

RideScout has become a new sponsor of Car Free Day and will be providing \$500 in several prize package giveaways. The Apple iPad was provided by Tri-County Council for Southern Maryland together with the Maryland Transit Administration. WMATA donated SmarTrip cards loaded with \$25 of fare. BicycleSPACE donated a \$250 gift certificate, and Capital Bikeshare donated annual memberships. CarSharing companies, ZipCar, and car2go provided free memberships and rentals. The Maryland Transit Administration and Virginia Railway Express provided commuter rail passes. KIND Healthy Snacks sent a swag bag full of KIND power bars and Mellow Mushroom of Adams Morgan donated several \$25 gift cards. All prizes will be raffled off after Car Free Days to those living or working within the metropolitan area who pledged to go car free or car-lite during Car Free Days.

7. Roundtable Discussion/Committee Events & Activities

Meeting participants shared planned events and activities to promote and celebrate Car Free Days.

Montgomery County Commuter Services and its partners will be at five Metrorail stations the morning of Friday September 20th with giveaways, games and prizes to celebrate taking Car Free commutes to work. TRANSIT Services of Frederick County is offering free rides on September 20th on Connector and shuttle buses.

Clean Air Partners, [@CleanAirPartner](#) and Commuter Connections, [#CarFreeMetroDC](#) will be conducting a live TwitterChat event for one hour on September 18th, to help create a buzz about Car Free Days. Tweets will offer tips on using alternative transportation to create a healthier environment. A press release will go out early next week to announce the social media event, and to encourage the region's travelers and commuters to try green commute options and eliminate or reduce drive-alone commuting during the Car Free Days celebration.

8. Other Business

Park(ing) Day will take place on September 20th and for the first time, the District Department of Transportation (DDOT) will participate to highlight the District's sustainability efforts and kick off Car Free Days activities. DDOT issued six-hour permits to transform metered parking spaces into temporary public park-like places. The event serves to generate debate around how public space can be used to improve the quality of human habitat in urban areas.

The next Car Free Day Steering Committee meeting will be held on Wednesday, March 12, 2014 from 11:30 am – 12:30 pm, COG Mtg Rooms 4&5, immediately following the Bike to Work Day Committee meeting.