

COG

October 13, 2010

media report

NTSB Chair provides testimony to COG/BOT task force

Deborah Hersman, Chair of the National Transportation Safety Board (NTSB), testified before members of the COG/ Greater Washington Board of Trade (BOT) joint task force on improving WMATA governance at a public meeting in September. The meeting was covered by multiple media outlets, including *The Washington Post*, WAMU, NBC 4, and WTOP.

Car Free Day breaks registration record

Over 6,900 residents in the region went car free or car-lite on September 22, making it the region's most successful year yet in the international celebration of alternatives to solo-driving. TPB members Gabe Klein, Michael May, Harriet Tregoning, and Patrick Wojahn, were featured in a Car Free Day series on The COG Podcast. Car Free Day garnered coverage in *The Washington Post*, the *Washington Business Journal*, the *Prince George's Gazette*, WTOP, WAMU, WMAL, NBC4, TBD, and Fox 5, among others.

TPB road pricing study, regional drought watch get attention

Findings from a study on the impacts of introducing tolls, Bus Rapid Transit (BRT), and land use changes throughout the region were presented at the September TPB meeting. The scenarios study was covered by *The Washington Post*, the *Washington Examiner*, WTOP, NBC 4, and Greater Greater Washington, among other outlets. Also, early in September COG declared a drought watch for the region. George Hawkins, Director of D.C. Water, and Tom Bonaquisti, Loudoun County's Water Quality Program Manager, appeared on TBD's "NewsTalk" to discuss water quality in the region and the drought watch. The drought watch was also covered by WTOP, WMAL, WAMU, *The Washington Post*, WUSA 9, the *Washington Examiner*, TBD, the *Frederick News Post*, and Southern Maryland Online, among others.

**SOCIAL
MEDIA
UPDATE**



COG is launching Wi\$e Energy by Capital Area Neighbors (WE CAN), a pilot educational campaign about residential energy efficiency in the region. Three communities — Brookland, DC, Greenbelt, MD and the Cascades in Loudoun County, VA — have been selected to participate in this pilot program that will run from October 2010 to March 2011.

Find WE CAN on Facebook and Twitter by checking out COG's list of social media pages at <http://www.mwcog.org/news/socialmedia>.

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