



**Car Free Day Steering Committee  
Meeting Notes  
Wednesday July 11, 2012**

**1. Introductions**

**2. Approval of Minutes**

Minutes from the May 9, 2012 meeting were approved as written.

**3. Web Site**

COG has been updating the Car Free Day web site for the 2012 event starting with removal of language pertaining to 2011 and resetting the pledge counter back to zero. The pledge form itself was reinstated for 2012. Due to September 22<sup>nd</sup> falling on the weekend, the pledge form was modified to remove several commuter exclusive modes such as vanpool, commuter rail and telework. The site will need to be populated with 2012 related calendar events and jurisdictional promotions and activities. Sponsors will be added, renewed or deleted as commitments become known.

**4. Poster**

Commuter Connections presented three new poster designs to the Committee for review. The concepts addressed a weekend/more family-oriented approach. During the meeting, Committee members voted on the various poster ideas and selected "Park It" depicting a bird holding a Car Free Day banner in its beak, sitting atop a car with text exalting things one can do with the family instead of driving alone on Car Free Day. The Committee wanted to change the color scheme to match the Red, White and Blue logo; made adjustments to the headline font to one that is easier to read; and suggested replacement of less relevant activities to incorporate more transportation modes. For example, from "Write a Novel" to "Take a Bus Shopping". Once finalized the graphics will be incorporated into the web site, Twitter and facebook. A PDF of the poster will be placed onto the Car Free Day web site. Printed posters will available approximately a month in advance of Car Free Day.

**5. Radio Scripts**

Three draft radio scripts were presented to the Committee to review and discuss. The drafts included "Take one for the Team", "Set your Car Free" and "Just Park it", and the Committee selected "Just Park it" to move forward with. In the script a small boy announces that he's taking back his weekend and encourages his mom to forgo the running of errands all Saturday. He recommends instead, to ride bikes to the park etc. Feedback and suggestions were provided by the Committee and appropriate modifications will be made to the draft radio script chosen. The radio spot will be produced in first half of August, and air starting the last week of August.

**6. Proclamation**

A Car Free Day proclamation will be held at the July 18th National Capital Region Transportation Planning Board (TPB) meeting at COG, where September 22, 2012 will be proclaimed as Car Free Day throughout the region. An enlarged proclamation will be presented and signed by TPB Chair, Todd Turner, City of Bowie Councilmember. After the Board meeting, the proclamation and photo of the signing will be posted to the Car Free Day web site News section and social media. Board members will be asked to pledge to go car free for the event and to adopt similar proclamations within their jurisdictions.

**7. Roundtable Discussion/Committee Member Planned Events & Activities**

Montgomery County street closures to take place in Silver Spring, Bethesda and North Bethesda. The Walk & Ride Challenge's date will wrap around Car Free Day and for the first time ever, on Saturday 22<sup>nd</sup>, for one day only, walking will be counted on a Saturday.

The National Park Service and the District Department of Transportation are holding the fourth annual "Feet in the Street" Event on Car Free Day at Fort Dupont Park. All streets will be closed to motor vehicles and the public are invited to move along a 1.6 mile corridor by running, walking, bicycling, and skating.

WMATA will be donating five SmarTrip cards with \$20 in fare, donate interior bus cards and internet tile ad.

**8. Other Business**

COG staff will provide an update of the Car Free Day event at the July 17th Commuter Connections Subcommittee meeting.

The next Car Free Day Steering Committee meeting will be held on Wednesday, September 12, 2012, 11:30am – 12:30pm, COG Mtg Rooms 4&5.