



**MEETING NOTES
CAR FREE DAY 2011 STEERING COMMITTEE
Wednesday September 14, 2011**

1. Introductions

2. Approval of Minutes from July 13, 2011 Meeting

Minutes were approved as written.

3. Poster/Transit Signage

Posters were distributed by the end of July and included the QR code and listed the grand prizes of an iPad and bicycle. Commuter Connections sent the posters to 7,000 employers within the region. Complimentary signage placement was provided for Car Free Day by the following transit agencies: Arlington Transit, Fairfax Connector, Frederick County TRANSIT, Montgomery County Ride On, and the Washington Metropolitan Area Transit Authority. Commuter Connections paid for the printing.

4. Radio/Press Releases

“Smell the Roses” was the draft radio script selected by the Committee among a choice of three. The spot 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. The radio spot was produced in first half of August, and started airing during the last week of August and will continue through the third week in September. The finished radio spot was played for the Committee. Four Car Free Day press releases were sent by Commuter Connections; the first beginning in August, announcing that registration had opened and the most recent was about Car Free Day surpassing its pledge goal.

Capital Campus Car Free Competition

In the spirit of wellness, sustainability, and friendly competition, Georgetown University, George Mason University, University of

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4290

THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE DISTRICT OF COLUMBIA

Maryland, University of the District of Columbia and American University are competing in the First Annual Capital Car Free Campus Competition. Faculty and staff are being asked to take the pledge to go Car Free or Car-Lite using their university email address.

5. Special Promotions

Many special events and promotions are occurring on Car Free Day 2011.

- Flippin' Pizza is asking people to take the Car Free Day pledge by September 19, 2011 for a coupon good for a free lunch.
- TransIT Services of Frederick County is offering free bus rides on its Connectors and shuttles on Car Free Day.
- Montgomery County Commuter Services, North Bethesda Transportation Center and Bethesda Transportation Solutions will be hosting celebrations at several Metrorail Stations in Montgomery County on Car Free Day. Free giveaways and prize drawings are being given out at the Bethesda, Friendship Heights, Silver Spring, and Twinbrook stations.
- Capital Bikeshare is hosting a one year anniversary Birthday Bash at Yards Park on the Capitol Riverfront on the evening of Car Free Day with live music, food, and games.
- Bike and Roll is offering free bicycle rentals on Car Free Day.
- Montgomery College Rockville Campus is hosting "Bike to College Day", with free giveaways and prize drawings on Car Free Day.
- Montgomery County Commuter Services is providing coffee & donuts on the morning of Car Free Day at the Burtonsville Park and Ride Lot.
- Loudoun County Office of Transportation Services is raffling off prizes for anyone who either lives or works in the County and pledges.
- In celebration of Car Free Day Sport&health clubs are offering a free 7-day pass good thru the end of September.

6. Other Business

Two text messages were sent so far with one more to occur on September 19th. The messages were sent to those who pledged to go Car Free reminding them of the event date, and encouraged them to bring a friend along.