



**CAR FREE DAY
2017 STEERING COMMITTEE
MEETING NOTES**

Wednesday, May 10, 2017

1. Introductions

Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Approval of Meeting Minutes

The minutes from the March 8, 2017 meeting were approved as written.

3. Marketing Materials/Social Media

A new approach will be taken to the 2017 creative. For the next meeting, the marketing contractor will develop a variety of options for review and selection by the Car Free Day Steering Committee.

4. Prizes/Sponsors

Chipotle Mexican Grill offered Buy-One-Get-One Free entrées at any DMV Chipotle for Bike to Work Day. COG/TPB staff explained that the regional sponsor deadline for the May 19th bicycling event was January 30th, and that Car Free Day may be a better fit. Information about Car Free Day was forwarded to the potential sponsor, and follow up will occur in June.

5. Open Streets Presentations

Chris Wohlers from Open Streets DC presented to the Committee. Open Streets DC is a volunteer citizen initiative that's working towards a goal to bring an open streets event to the Nation's Capital. Open streets initiatives involve the temporary closing of a street or segment of streets for residents to enjoy the outdoors, get exercise, and have fun in a way that is not possible when streets are mostly consumed by motor vehicles. The open streets concept is becoming increasingly more common in cities all over the world seeking innovative ways to achieve environmental, social, economic, and public health goals.

With open streets, the public pavement becomes an inclusive linear playground to give residents a fun, outdoor active neighborhood, so that the public street space

may be temporarily transformed for walking, bicycling, running, rollerblading, dancing, playing, and socializing. Along the route, numerous stations could provide music and arts performances, health and fitness demonstrations, etc.

There are already 100+ open streets type events in other parts of the United States on an annual basis. Certain existing events which close streets in D.C. are not inclusive to all people, and may be limiting due to participant cost, i.e. marathons. With DC's unique security needs, although efforts to hold an open streets event in the nation's capital are indeed challenging, they are not impossible. With the right political will, backing, and financial support, it can be achieved. According to Mr. Wohlers, the mayor of D.C. has the authority to waive fees for street closure permitting.

Jeff Ciabotti from Toole Design Group presented on modified open streets events. The key difference is that unlike an open streets event, a modified open streets event allows vehicular traffic to continue to flow, and allows cars and people to co-exist. This model shares the road with walkers, runners, bicyclists etc. by separating the lanes through a buffer zone made up of temporary washable paint pedestrian crossings and barriers such as traffic cones and large potted plants. To calm natural fear and skepticism about safety, buy-in is needed from first responders and department of transportation traffic engineers.

6. Jurisdiction Roundtable

Committee members discussed opportunities and challenges for holding an open streets events within their jurisdictions.

7. Other Business

The next Car Free Day meeting will be held on July 12, 2017 from 10:00 a.m. to 11:30 a.m., in meeting rooms 4 & 5.