

**Car Free Day Steering Committee
Meeting Notes Wednesday, July 14, 2010**

1. Introductions

2. Approval of Minutes from May 12, 2010 Meeting

3. Proclamation

A Car Free Day proclamation will be held at the July 21, 2010 National Capital Region Transportation Planning Board meeting at COG. The proclamation will be enlarged and mounted onto foam core material and signed by Chairman David Snyder. A draft of the proclamation was provided as a meeting handout to the Steering Committee. After adoption, the proclamation will be posted to the Car Free Day web site along with a photo of the proclamation signing. Board members will be asked to pledge to go car free and participate in a COG Podcast.

4. Web Site

Commuter Connections has fully integrated the Car Free Day web site, www.carfreemetrodcd.com onto its server and is managing all functions at COG. The web site contains content carried over from the previous year and will need to be updated to fully reflect 2010. The site does however have some basic information pertaining to 2010. The site will need to be populated with promotions and activities around the region occurring on or around the week of September 22. Committee members were asked to provide information for the web site by August 6, 2010 and to also start promoting the event. The 2010 Car Free Day logo will be emailed to the Steering Committee for use toward promoting the event through web sites, newsletters, email blasts etc.

5. Grand Prize

The previous two years DDOT provided an ipod nano as an enticing grand prize. Raffle prizes at that level provide a greater incentive to visit the web site and pledge. The Committee clearly doesn't want that to be the only reason they would visit the web site but it's certainly a way to draw the attention of the SOV fence sitters. The prize would also be available to those who may already be using alternative transportation methods. COG hopes to obtain a substantial prize through a sponsor donation and is still in the process of working on it.

6. Poster

The poster/flyer has been modified to reflect feedback from the May 12 meeting and has been brought up to speed for 2010. The poster continues use of the same recognizable images and the "Uncar for a day" theme from the previous years. The logo has been given a white background to stand out more and the call to action copy contains a stronger message. This meeting is the final opportunity to make changes. Nicholas Ramfos suggested adding the twitter and facebook logos. Printing will take place by the end of July and available the first week of August. The Committee was asked to communicate any large print orders.

7. Radio Scripts

Two draft radio scripts were presented and the Committee was asked to review, discuss and make one selection to move forward with. The spot selected by the Committee was "Every Day Bob". Feedback and suggestions were solicited in order to make appropriate modifications to the spot chosen. The radio spot will be produced in first half of August, air starting the last week of August and run through Sept 17.

8. Roundtable Discussion/Committee Member Planned Events & Activities

DDOT will not be hosting a street fair for Car Free Day this year.

Mirza Donegan from the North Bethesda Transportation Center is planning together with Frederick TransIT and VPSI to organize a vanpool from Frederick County for Car Free Day.

Bethesda Transportation Solutions will promote Car Free Day in conjunction with their Walk & Ride event, which takes place from September 6-26, 2010.

Sam Oji from Montgomery County Commuter Services hopes to host events at Metro stations or Park & Ride lots and to involve Ride On buses if possible.

Joe Cox from the National Institutes of Health will promote Car Free Day with \$10 SmarTrip cards offered to employees who currently drive alone.

Chantal is interested in creating spoke cards for distribution at various events leading up to Car Free Day.

Arlington will distribute the Car Free Day poster as part of their early September newsletter.

A suggestion was made to send a letter to the White House to ask President Obama to support Car Free Day and implore federal employees to participate.

9. Other Business

COG/TPB Staff to provide an update on Car Free Day at the July 20, 2010 Commuter Connections Subcommittee meeting.

The next Car Free Day Steering Committee meeting will be held at COG on Wednesday, September 8, 2010, 11:30 am – 12:30 pm, Mtg Rooms 4 & 5.