CAR FREE DAY STEERING COMMITTEE
Meeting Notes May 13, 2009

1. **Introductions**

2. **Approval of Minutes from March 11, 2009 Meeting**

    Meeting notes were approved as written.

3. **2009 Pledge Goal**

    The Steering Committee voted to keep the pledge goal for 2009 at the previous year's level since the event fell short of hitting the 10,000 mark set for its inaugural year.

4. **Web Site**

    The District Department of Transportation committed to hosting and maintaining the Car Free Day web site again for 2009 at www.carfreemetrodc.com.   The committee was asked to provide event content to populate the web site for 2009 activity. Target launch is July 1. All information and updates can be funneled through COG.

5. **Marketing Plans**

    Commuter Connections will be supporting Car Free Day with radio, print materials and a public relations campaign.   Draft radio scripts will be presented at the July 8, 2009 meeting. Flyers from the previous year will be reused and/or modify into rack cards.

6. **Prize Donations Needed**

    With the exception of an iPod nano donated by DDOT, substantial prizes for the 2008 event were in short supply. In order to provide a greater incentive to visit the web site and pledge, all participating jurisdictions are asked to donate prizes that can be raffled off regionally to those who register.

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4239

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7. **Roundtable Discussion/Committee Member Planning**

   In other cities Car Free Day includes street closure celebrations as was done in the District last year. Committee members were encouraged to arrange for similar closures within their jurisdictions for September 22, 2009.

8. **Other Business**

   COG staff will provide an update at the Commuter Connections Subcommittee meeting on May 19 regarding the Car Free Day event and promote participation in future Steering Committee meetings.

   The next Car Free Day Steering Committee meeting will be held on Wednesday July 8, 2009, 10:00 a.m. – 11:00 a.m. Room 3.