



**MEETING NOTES
CAR FREE DAY STEERING COMMITTEE
Wednesday September 12, 2012**

1. Introductions

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

2. Approval of Minutes

The meeting notes from the July 11, 2012 meeting were approved as written.

3. Posters/Buttons

The "Park It" poster depicting a car with family-oriented weekend activities and transportation modes was distributed by the beginning of August. The same graphics were incorporated into the web site, Twitter and facebook sites. A handful of extra posters were made available at the meeting along with buttons for Committee members to take.

4. Radio/Press Releases

"Just Park It" was the draft radio script selected by the Committee among a choice of three. The 60-second radio ad was produced and began airing the week of September 3rd and will continue through Sept 21. In the radio spot, a young boy announces that he's taking back his weekend and encourages his mom to forgo running errands on Saturday. He recommends instead, to Metro to a museum etc. The finished radio spot was played for the Committee.

Two press releases have been sent out to date, August 15th announcing the web site was open for pledges, and on September 10th, a release referenced high gas prices and provided a list of prizes being raffled off to those who pledged to be car free or car-lite.

5. Sponsors

Those who take the online pledge to use transportation alternatives on Car Free Day are eligible for the following promotions and prizes:

- Apple iPad™ - courtesy Base Technologies
- Bicycle - courtesy BicycleSPACE
- Bike Rentals – free rentals on Car Free Day, courtesy Bike & Roll
- Capital Bikeshare - annual memberships, courtesy Capital Bikeshare
- CarSharing Memberships –one year membership fee waived, courtesy ZipCar
- CarSharing Rentals – free one day car rental, courtesy car2go
- Commuter Rail Passes - courtesy Maryland Transit Administration and Virginia Railways Express
- eReader - Amazon Kindle, courtesy District Department of Transportation
- Free Lunch - 2 slices of pizza and beverage, courtesy Flippin' Pizza.
- Health Club Passes – Free 7 day pass, courtesy Sport & Health
- Major League Baseball - Tickets to a Nationals Game during the 2013 Season), courtesy Washington Nationals
- Discount Meal – 15% off order, courtesy Mellow Mushroom
- Segway Tours – Tours for Two, courtesy Capital Segway
- SmarTrip Cards - loaded with \$20 of fare, courtesy WMATA (Metro)
- \$500 in Groceries - delivered to your doorstep, courtesy of Relay
- 2-layer Buttercream Cake - courtesy of Sweet Themez

6. Roundtable Discussion

Frederick County TransIT is offering free rides on Connector routes on Saturday, 9/22

7. Other Business

A few area colleges got involved with Car Free Day to encourage faculty, staff and students use transportation alternatives. American University and George Mason University sustainability offices are drumming up pledges. Posters and buttons were sent to the campuses to aid with their promotion of Car Free Day.

In support of Car Free Day, complimentary ad space was provided by the following transit agencies: Arlington Transit, Fairfax Connector, Montgomery County Ride On, and the Washington Metropolitan Area Transit Authority. Commuter Connections financed the design and printing.

A text message went out last week to those who pledged to go Car Free, reminding them of the September 22nd event date, and encouraging them to bring a friend along. A second text message will go out on September 14th.