



CAR FREE DAY 2014 STEERING COMMITTEE

MEETING NOTES

Wednesday, July 9, 2014

1. Introductions

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

2. Approval of Meeting Minutes

The minutes from the May 7, 2014 meeting were approved as written.

3. Web Site

Modifications to prepare for the web site for the 2014 event have begun. The pledge form will be reinstated and the pledge counter will be reset to zero. Once the Committee members select this year's poster concept, its visual elements will be reflected on the web site. The site will be populated with sponsor prizes, related calendar events, and promotions and activities of jurisdictions as the information becomes available. The web site will launch by the end of July/beginning of August and updates will be made thereafter as needed.

4. Poster

The Committee was presented with five poster concepts for the 2014 event, each designed with attention getting visuals and headlines. The Committee unanimously selected "Put it Away" with a visual showing a car hung by a clothing hanger. The Posters will be modified based on Committee feedback and made available at least a month prior to Car Free Day. Committee members were asked to indicate any special quantity requests. A pdf of the final poster will be available on the web site.

5. Radio Scripts

Six draft radio scripts were presented to the Committee for review and discussion; the Committee unanimously selected "Put it Away" to move forward with. The announcer mentions that we put away many items in our daily lives such as dishes, laundry, groceries etc. and asks listeners to

put something else away for a day (car pollution) on September 22nd and make the air a little cleaner. Feedback and suggestions were provided by the Committee and modifications will be made to the selected radio script. The radio spot will be produced in mid-August, and will air during the first three weeks of September.

6. Giveaways/Promotions

Prize donations are being accepted for the 2014 event. In return, sponsors will receive logo placement and a hyperlink on the Car Free Days web site, mentioned in a press release, and on social media. Tri-County Council for Southern Maryland will be donating a Kindle Fire and WMATA will donate SmarTrip card with fare.

7. Proclamation

The Car Free Day proclamation for the July 16th National Capital Region Transportation Planning Board (TPB) meeting was distributed to the Committee. The TPB will see an enlarged color version of the proclamation, and it will be ceremonially signed by City of College Park Councilmember and TPB Chair, Patrick Wojahn. After the Board meeting the proclamation and a photo of the signing will be posted to the Car Free Day web site and will be featured on the event's social media sites. Board members will be asked to pledge to go car free for the event and to adopt similar proclamations within their jurisdictions.

8. Roundtable Discussion/Committee Member Planned Events & Activities

Meeting participants discussed plans for Car Free Day celebrations within their jurisdictions.

9. Other Business

Transit signage donations are being accepted at this time.

COG staff will provide a Car Free Day update at the July 15th Commuter Connections Subcommittee meeting.