

**Car Free Day Steering Committee
Meeting Notes - September 10, 2008**

1. Introductions

2. Approval of Minutes from July, 23 2008 Meeting

Meeting notes were approved as written.

3. Web Site Update

The CarFree Day web site was launched in early August and updates have been made on a regular basis as events and information has become available. A counter was added to the home page to keep track of the number of cumulative pledges. The pledge form offered an opt-in field for cell phone numbers.

4. Marketing

Posters were distributed approximately one month prior to the event. Ample quantities were sent to all committee members who expressed interest in receiving them. Larger quantities were also accommodated on an individual basis.

WMATA provided advertising space on 100 Metrobuses and Montgomery County RideOn provided advertising space on 22 bus sides and 30 bus shelters. Poster art was resized for all transit signage to provide visual consistency with the campaign.

Commuter Connections send out letters and posters to employers throughout the region as well as emails. Posters were also distributed to all Federal Employee Transportation Coordinators through General Services Administration.

All 2008 Bike to Work Day participants and Washington Area Bicyclist Association members we sent emails about the event.

Commuter Connections ordered 2,500 buttons and made them available to Steering Committee members.

The District Department of Transportation is placing ads in the City Paper and Express paper to promote the downtown event.

Loudoun County is running ads in the Washington Post Loudoun Extra section and several local papers to promote CarFree Day.

The "Poundage" radio spot was aired on four area stations: WBIG (100.3FM), WRQX (Mix 107.3FM), WTGB (The Globe 94.7FM) and WASH (97.1FM). A total of 632 sixty second spots were heard over four week period leading up to September 22nd.

Search engine keyword advertising was purchased for CarFree Day through Yahoo.

Reminder text messages were sent out to all who opted in and provided their cell phone numbers on the pledge form. The text message read "Thanks for pledging to go CarFree on September 22. Get a friend to pledge at <http://www.carfreemetrodc.com>".

The Steering Committee was asked to place the CarFree Day logo onto their organization's web site and link to the CarFree web site.

5. September 2 Press Event / Earned Media

A press event incorporating CarFree Day as a regional initiative was held the morning of September 2 at COG offices. The event and corresponding press release was coupled with the announcement of Commuter Connections' new ridematching software and the release of the State of the Commute Report. David Snyder, Vice Chair of the Transportation Planning Board and Falls Church Council Member was the representing board member who spoke about CarFree Day. As part of the press coverage Nicholas Ramfos spoke about CarFree Day during an interview on NewsChannel 8.

WMATA dedicated its General Manager's "Metro Notes" ad about CarFree Day on September 8, 2008 in the Express newspaper.

6. Pledge Update

As of September 8th 2,851 visits were made to the CarFree web site, 2,314 were unique visitors and the pledge count was 930 thus far. This represented 56% direct traffic, 42% from referring sites and 2% from search engines.

7. Partner Updates

Steering Committee members provided updates on events and activities surrounding the CarFree Day event.

The District Department of Transportation is planning a downtown street closure at 7th & F Street, NW. Will include live music, free bike tune-ups, Segway and SmartBike test rides. The downtown Circulator buses will offer free fares on CarFree Day.

WMATA is holding a CarFree Day YouTube video contest. Frederick County is offering free rides on its Connector buses.

GSA is offering free use of Telework Centers on CarFree Day.

VPSI will be providing a free van and driver on CarFree Day to General Dynamics corporation.

Montgomery County will be hosting events at the following Metro stations: Bethesda, Friendship Heights, Silver Spring, Wheaton and White Flint. Drawings will be held and will include a grand prize bicycle giveaway.

NIH is giving \$10 transit passes to all participating employees who use transit on CarFree Day.

Nicholas Ramfos briefed the TPB Technical Committee regarding the event on September 5th and will be briefing the TPB on September 17th.

8. Other Business

No other business was reported.