



CAR FREE DAY 2016 STEERING COMMITTEE

MEETING NOTES

July 13, 2016

1. Introductions

Car Free Day Steering Committee members, guests and other attendees introduced themselves by name and affiliation.

2. Approval of Meeting Minutes

The May 11, 2016 Car Free Day Steering Committee meeting notes were approved as written.

3. Poster

The Committee was presented with three poster concepts for consideration. One being a retread of the poster from last year and two other new concepts. The Committee decided to continue with the modified poster from the previous year. Final changes will be made based on Committee feedback; for example, featuring of the mode icons in place of the photos, and to depart from the individual team hashtags, and instead concentrate on using one primary #CarFreeDay hashtag. The posters will be distributed approximately one month prior to Car Free Day. A pdf of the final poster will be available on the web site prior to the print version. An EPS editable file will be provided by request. The web site and social media sites will be populated with the 2016 poster graphics. Budget permitting, elements of one of the two new poster concepts entitled 'hit pause', may be used for social media purposes.

4. Radio Scripts

Two radio scripts were presented to the Committee for review and discussion; the Committee selected the script entitled 'A new tune' to move forward with. The script calls for a beat made up of sounds from alternative transportation modes. Feedback and suggestions were provided by the Committee to the selected radio script; for example, the announcer line "Find a new tune for your day" was changed to "Press play on a new routine". Once modifications are made, the radio spot will be produced in mid-August, and will air during the first three weeks of September.

5. Sponsors

Prize donations are being accepted for the 2016 event. Sponsors will receive logo placement and a hyperlink on the Car Free Day web site, and will be mentioned in the official press release, and on social media. Odonnell Company will be donating

a bicycle for the regional raffle. SmarTrip cards with fare will be provided by WMATA. Clean Air Partners will be promoting Car Free Day over a two-week social and digital media campaign. Those who take the pledge and share the Car Free Day video to their network of followers, will be entered for a chance to win a variety of significant prizes. On September 26th, winners will be selected at random and announced via social media and/or email.

6. Proclamation

The Car Free Day proclamation for the July 20th 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 the Board Chair. After the 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.

7. Street Closures

A Car Free Day presentation was shared with the Committee, which was given to the TPB Technical Committee last week and will be given to the TPB next week. The presentation included background on street closures (open streets) in Europe.

8. Roundtable Discussion/Committee Member Planned Events & Activities

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

9. Other Business

The Car Free Day 2016 logo is now available. Transit signage solicitation is underway, as well as sponsor renewal.

The next Car Free Day Steering Committee meeting will be held on Thursday, September 8, 2016, 10:00 a.m. – 11:30 a.m., in COG Room 1, First Floor.