

**CAR FREE DAY  
2011 STEERING COMMITTEE**

**Meeting Notes  
September 8, 2010**

- 1. Introductions**
- 2. Approval of Minutes from July 14, 2010 Meeting**

Meeting notes were approved as written.

- 3. Poster/Buttons**

The event poster was finalized with a few tweaks following the July meeting. Specifically, in order to better stand out, the web address was changed to the color red. Additionally the facebook and twitter logos were included. The poster was printed and delivered to Committee members by first week of August. COG sent a poster mailing along with a letter to 4,800 employers throughout the region.

Buttons have been made readily available for transportation fairs and other events. The buttons were purposely not dated and can be reused for next year if still available.

- 4. Radio/Transit Signage**

At its previous meeting, the Committee reviewed and selected one of two presented draft radio scripts. The Committee selected the script entitled "Everyday Bob" about a commuter who sits in traffic reflecting on how tired he is of his everyday boring routine of driving to work. Bob heard how he could be a part of something bigger! The finished radio spot was played for the Committee. The radio spot began airing the week of August 30th and will run for three consecutive weeks on three Clear Channel stations (DC101, WASH, and HOT 99).

As part of its value-added negotiations, Commuter Connections also obtained Car Free Day sponsor mentions on Total Traffic Network, the traffic sponsorship for Clear Channel stations. Clear Channel is also providing a one-date web site "take over" on all three of its stations' web site home pages.

Several transit partners have provided free ad space for Car Free Day, which included WMATA, Montgomery County Commuter Services, Frederick County TRANSIT, and Arlington County Commuter Services. Transit signage follows a similar look and feel as the poster and was customized to include the partner member logo as well.

## **5. Press Release/Podcast**

The full Car Free Day press release will either go out today or tomorrow based on news regarding a pending potential grand prize. COG sent out a calendar listing during the first week of August which sparked a Washington Post Dr. Gridlock blog. In addition, Nicholas Ramfos participated in an interview with WMAL.

Podcasts interviews were recorded with the following TPB members by COG's Office of Public Affairs staff: Gabe Klein - DDOT Director; Michael May - Prince William County Supervisor; Harriet Tregoning - DC Office of Planning Director; and Patrick Wojahn - College Park Councilmember. A press release will be sent out about the TPB member podcasts this week. Samples of some of the podcasts were listened to by the Committee.

## **6. Events and Special Promotions**

Sport&Health – Get a free 7 day pass through September 30, 2010; GSA Telework Centers - Free Telework Center Trial Offer, September 22 - 30, 2010 available to first time new users, up to 5 consecutive days. Open to both federal government and non-federal private sector workers; Bike and Roll - free bike rentals.

## **7. Foursquare**

Letters were sent to various Chambers of Commerce and area malls to promote Foursquare. A press release was also sent regarding Foursquare. Foursquare is an application which can be downloaded to a mobile device that consumers use to keep track of where they and their friends are gathering. When a person goes shopping, dining, to the movies etc., they "check-in" with foursquare which can trigger notification to their friends of their whereabouts through GPS technology. By doing so, points can be earned from foursquare called "badges" and retail owners and venues can reward users for accumulating badges or just for visiting.

The concept for Car Free Day is to encourage travel using alternate transportation methods and then "check-in" to retail locations using foursquare. Retailers are being asked to recognize these alt mode

travelers by providing a special offer or discount on Car Free Day. Retailer logos will be featured on the Car Free Day website to signify participation.

**8. Letter to the President**

A letter about Car Free Day, drafted by Commuter Connections was sent to President Obama from TPB Chairman, David Snyder. The letter encouraged the Administrations' support of Car Free Day 2010 and participation of area federal workers. Copies of the letter were sent to the Washington region's local congressional delegation in D.C., Maryland and Virginia

**9. Roundtable Discussion/Committee Member Planned Activities**

Greg Billing from WABA distributed Car Free Day spoke cards, which are 4 x 6" miniature versions of the poster.

Phil Koopman from BicycleSPACE has offered to help with prize donations for Car Free Day.

**10. Other Business**

Commuter Connections placed an advertisement on facebook which will run for several weeks leading up to September 22nd.