



**CAR FREE DAY 2011 STEERING COMMITTEE
MEETING NOTES
Wednesday May 11, 2011**

1. Introductions

2. Approval of Minutes from March 9, 2011 Meeting

Meeting notes were approved as written.

3. Web Site

The Car Free Day web site, www.carfreemetrodc.com was reviewed by the Steering Committee. The information on the site reflected how it remained from the previous September 2010 event. The website will be updated during the month of June, approximately three months prior to the 2011 event. Primary items to be taken care of include resetting the home page pledge counter back to zero and reinstating the pledge form, which had been removed soon after last year's event. Language pertaining to 2010 activities, events and prizes will be removed. The following suggestions were made regarding the pledge page: add a confidentiality clause; allow participants to complete a voluntary survey in order for the Committee to gain additional information not collected on the pledge form; send a special confirmation message upon pledge submittal.

4. Marketing Materials

Funds for Car Free Day 2011 will be available upon the start of COG's new fiscal year beginning July 1, 2011. Upon that date, work can be initiated for marketing materials used in the campaign. Initial work will begin on updating the event logo and poster for 2011 and developing draft radio scripts for review by the Committee.

Although the visuals will reflect the same image used in previous Car Free Day campaigns, modifications will be made to the text for 2011. One of the Committee's significant recommended changes to the poster was to include

the placement of a Quick Response (QR) code, which is a matrix barcode readable by smart phone that after scanning, can open a web page. Other changes included adding “or Car-lite”; and to add “Go Green \$ave Green” in lieu of “Save the Planet”.

5. Jurisdiction Participation

Matthew Zych from WMATA offered to make available 50 bus sides for Car Free Day. The signage would need to be approved by WMATA prior to placement. WMATA has also offered to provide \$25 SmarTrip cards as prizes.

Dan Hayes from the University of Maryland feels the Committee may be able to leverage The American College & University Presidents’ Climate Commitment to expand the Car Free Day message to college campuses in the Washington region.

Capital Bikeshare stations will plan some event centered around Car Free Day and goDCgo will post the event on their blog.

ART and Fairfax Connector buses may be able to offer interior signage.

6. Other Business

The next Car Free Day Steering Committee meeting will be held on Wednesday, July 13, 2011, 10:00 am – 11:30 pm, COG Mtg Rooms 4&5.