



**Car Free Day 2015 Steering Committee
Meeting Notes
Wednesday May 6, 2015**

1. Introductions

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

2. Approval of Meeting Minutes

Minutes from the March 11, 2015 Car Free Day meeting were approved as written.

3. Team Concept

While Car Free Day and Bike to Work Day share the same concept of getting people to try transportation alternatives, Car Free Day is broader in terms of the number of modes. Bike to Work Day also carries a lot of enthusiasm and camaraderie. A focus of this year's approach to Car Free Day will be to provide a better sense of common purpose by establishing more of a team approach. Social media will be used more as a tool to generate a mutual commitment among participants. More specifically, the following hashtags will be created to correspond with each mode: #TEAMBUS, #TEAMRAIL, #TEAMPOOL, #TEAMBIKE, #TEAMWALK, and #TEAMTELEWORK

4. Marketing

Marketing funds for Car Free Day 2015 will be available upon the start of COG's new fiscal year beginning July 2015. Upon that time, work can be initiated on marketing related materials for the campaign. The main components include updating the event poster and developing draft radio scripts for review by the Committee. Last year's poster art will be changed to foster the team approach.

5. Prizes/Sponsors

Prize donations are being accepted for the 2015 event. In return, sponsors will receive logo placement and a hyperlink on the Car Free Day web site, and mentioned in the official press release and social media.

6. Jurisdiction Roundtable

Meeting participants shared thoughts and ideas about ways to improve participation in the upcoming Car Free Day event.

- More sponsors
- Create a competition between different teams through leaderboards on the website.
- Produce stickers to create a physical reminder of the event.
- Promote the hashtags
- Pass out stickers at transit/bike/carpool hubs both on and before Car Free Day
- Promote car-lite as an option
- Sign people up on the spot if possible
- Explore the possibility of “pit stop” type events
- T-shirts
- Street closures

7. Other Business

The next Car Free Day Steering Committee meeting will be held on Wednesday, July 8, 2015, 10:00 am – 11:30 pm, COG Mtg Rooms 4&5.