



## **MEETING NOTES**

### **CAR FREE DAY 2017**

**July 12, 2017**

#### **1. Introductions**

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

#### **2. Approval of the Meeting Minutes**

The minutes from the May 10, 2017 meeting were approved as written.

#### **3. Poster Concepts**

The Committee was presented with seven poster concepts for consideration. The poster selected by a majority vote was 'Drop it For a Day', containing a visual of a hand dropping a car key. Final changes will be made based on Committee feedback, and the poster will be distributed at least one month prior to Car Free Day. A pdf of the final poster will be available on the web site for download, and the eps version will be provided by request. The web site header and social media sites will be populated with the 2017 poster graphics.

#### **4. Radio Scripts**

The 30 second companion radio script 'Drop it For a Day' was reviewed by the Committee and feedback was given to make modifications. It begins, 'Tired of sitting in traffic? Try something new and drop your keys for a day.' The radio spot will be produced in mid-August, and air during the first three weeks of September.

#### **5. Proclamation**

The Car Free Day proclamation will take place at the July 19<sup>th</sup> Transportation Planning Board (TPB) meeting. The enlarged proclamation will be ceremonially signed by TPB Chair and City of Rockville Mayor, Bridget Newton. The signing will be streamed live on Facebook, and a photo will be posted to the Car Free Day web site and Twitter account. Board members will be asked to adopt similar proclamations within their jurisdictions.

## **6. Sponsors**

Prize donations are being accepted for the 2017 event. Sponsors will receive logo placement and a hyperlink on the Car Free Day web site, mentioned in the official press release, and on social media. Chipotle has been followed up with. George Clark announced that Tri-County Council for Southern Maryland will be donating a Kindle Fire towards the raffle.

## **7. Roundtable - Open Streets Discussion/Jurisdiction Events & Activities**

Meeting participants discussed plans to promote Car Free Day within their jurisdictions.

Kendall Tiffany from TransIT Services of Frederick County will be promoting Car Free Day during the 'In the Street' festival on Sept 9<sup>th</sup>, and will offer free rides on all Connector and Shuttles buses on Car Free Day.

Montgomery County Commuter Services will promote Car Free Day as part of the Walk and Ride Challenge.

George Clark from Tri-County Council for Southern Maryland will promote Car Free Day at the North Beach Farmer's Market in Calvert County.

Email Douglas Franklin at [dfranklin@mwkog.org](mailto:dfranklin@mwkog.org) about any special events/promotions planned for Car Free Day, for placement onto the Car Free Day web site.

## **8. Other Business**

The Car Free Day 2017 logo is now available and will be sent as part of a meeting follow up to the Committee.

Traci McPhail gave a presentation to the TPB Technical Committee about Car Free Day on Friday July 7<sup>th</sup>, and Nicholas Ramfos will give a similar presentation at the TPB meeting on July 19<sup>th</sup>.

The next Car Free Day Steering Committee meeting will be held on Wednesday, September 13, 2017, 11:30 a.m. – 12:30 p.m., First Floor, Meeting Rooms 4 & 5.