



CAR FREE DAY 2015 STEERING COMMITTEE

MEETING NOTES

July 8, 2015

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 6, 2015 Car Free Day Steering Committee meeting notes were approved as written.

3. Web Site

COG/TBP staff have been working on a new web site for Car Free Day 2015. The goal is to perform testing and a soft launch by the last week of July, and launch the first week of August and begin taking pledges. The web site visuals will match the poster concepts selected at today's meeting. Content updates will be made thereafter on an ongoing basis, such as sponsors as they are signed on, and promotions and activities of the jurisdictions as the information is supplied to COG.

4. Poster

The Committee was presented with four poster concepts for the 2015 event, each designed with attention getting visuals and headlines. The Committee overwhelmingly selected a poster with photos of each travel mode within a circle. The poster will be modified based on Committee feedback, for example, the headline language will be adjusted and icons from another poster will be added. Furthermore, using a team approach, hashtags will be incorporated to correspond with each of the travel modes: #TEAMBUS, #TEAMRAIL, #TEAMPOOL, #TEAMBIKE, #TEAMWALK, and #TEAMTELEWORK. The hashtags will be used to generate activity on social media, and as a means to create a mutual commitment among team participants. The posters will be made available at least a month prior to Car Free Day, and a pdf of the final poster will be available on the web site.

5. Radio Scripts

Four radio scripts were presented to the Committee for review and discussion; the Committee selected the script entitled 'Pick Your Mode' to move forward with. The game show type announcer asks a "contestant" to choose from team bus, team rail etc. Feedback and suggestions were provided by the Committee to the selected radio script. Once modifications are made, the radio spot will be produced in mid-August, and will air during the first three weeks of September.

6. Giveaways/Promotions

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, mentioned in a press release, and on social media. Prizes to be included by meeting attendees include a Kindle from the Tri-County Council for Southern Maryland, SmarTrip cards with fare provided by WMATA, and Capital Bikeshare annual memberships, courtesy of goDCgo.

7. Proclamation

The Car Free Day proclamation for the July 22nd 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 D.C. Councilmember and TPB Chair, Phil Mendelson. After the Board 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.

8. Roundtable Discussion/Committee Member Planned Events & Activities

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

9. Other Business

COG staff will provide a Car Free Day update at the July 21st Commuter Connections Subcommittee meeting.

The next Car Free Day Steering Committee meeting will be held on Wednesday, Sept 9, 2015, 11:30 am – 12:30 pm, Mtg rooms 4 & 5, immediately following the BTWD meeting.