

**2010 Car Free Day Steering Committee
Meeting Notes
Wednesday May 12, 2010**

1. Introductions

2. Approval of Minutes from March 10, 2010 Meeting

Minutes were approved as written.

3. Web Site

For the past several years the District Department of Transportation (DDOT) managed the Car Free Day web site at www.carfreemetrodc.com. Due to budget constraints they are no longer able to do so. Commuter Connections will assume that responsibility for the 2010 event. Rahath Sultana who recently joined COG staff will be handling the web site transition and update activities for the site going forward. Douglas Franklin at COG will continue to be the conduit for needed edits and changes. Ms. Sultana provided the Committee with a progress report of the transition.

4. Marketing Materials

The Committee reiterated the discussion from the March 10, 2010 meeting that there was no compelling reason to drastically change the poster from last year. Agreement was made to continue to reuse the previous year's main theme, rather than spend extensive time and resources to develop entirely new marketing materials for the visual component of the 2010 Car Free Day campaign. The Committee discussed tweaks to be made for the poster to bring it up to speed for 2010. Transit signage will follow a similar look and feel. Anna McLaughlin of DDOT will seek approval of District shelters for PSA space.

5. Jurisdictional Participation

Dan Hayes from the University of Maryland is looking to organize a possible bicycle challenge with George Mason University for Car Free Day if all goes well for the same type of challenge for Bike to Work Day.

DDOT will not be hosting a street fair for Car Free Day this year.

6. Other Business

A Car Free Day Proclamation is being considered for the National Capital Region Transportation Planning Board's July meeting. Nicholas Ramfos of COG will discuss internally as possible agenda item. The concept would be for a proclamation to spur action by other non-participating regional jurisdictions.

Other ideas discussed during roundtable:

Tie-ins for International Walk to School Day
GSA free use of regional telework centers
More involvement from federal employees
COG podcast
Blogs
You Tube videos (Arlington did this last year)