

**CAR FREE DAY STEERING COMMITTEE  
Meeting Notes July 8, 2009**

**1. Introductions**

**2. Approval of Minutes from May 13, 2009 Meeting**

Meeting notes were approved as written.

**3. Web Site**

The District Department of Transportation is hosting and maintaining the Car Free Day web site again for 2009 at [www.carfreemetrodc.com](http://www.carfreemetrodc.com). The web site currently reflects last year's information and is in need of updating. Promotion of Car Free Day cannot occur until the site is ready to take pledges for 2009. The Committee was reminded to check the web site for needed revisions and to provide new event content to populate the web site to reflect 2009 planned activity. All information and updates can be funneled through Douglas Franklin at COG. Anna McLaughlin from the District Department of Transportation (DDOT) will have a kick off meeting with her web consultant in the next week. Several suggestions were made to enhance the Car Free Day web site including photos and press coverage from 2008. Twitter and Facebook pages were created by Commuter Connections for Car Free Day and both social network logo links will appear on the Car Free Day web site. Sponsor logos will be added for those who provide substantial in-kind donations.

**4. Marketing Materials**

Three 60-second draft radio scripts were reviewed by the Committee. The selected script was entitled "Must Not Be Love" and was tweaked based on feedback. In addition to radio, Commuter Connections will be supporting Car Free Day with fliers that will contain slight modifications from the previous year. The fliers will be printed and made available by the first week of August. Committee members in attendance were asked to place quantity orders. A general email will go out to the Committee to solicit any additional flier requests. Commuter Connections will be conducting a mail-out of flyers to Washington area employers. Email outreach will also be put forward.

Committee members were encouraged to place the Car Free Day logo on their web sites. Buttons will be ordered by Commuter Connections and shared with the Committee for promotion of the event. Materials will also be sent out to the press, including a press release. A COG Podcast for Car Free Day will take place in early September. Text message reminders will be sent out to all who pledge and opt in to receive.

Arlington County has provided free interior bus space to promote Car Free Day on forty ART buses. Montgomery County and the Washington Metropolitan Area Transit Authority (WMATA) committed to providing free ad space, details to be worked out.

## **5. Roundtable Discussion/Committee Member Planning**

Montgomery County is looking to partner with WMATA to hold several events at various Metrorail stations. The District Department of Transportation will celebrate Car Free Day with a street closure celebration at 7th & F Street, NW. Commuter Connections will attend and arrange for a radio station to provide music. Other events will occur before or soon after Car Free Day. Arlington County will host a Confident City Cycling Class on September 19, 2009 and the Washington Area Bicyclist Association (WABA) will host a 50 States Ride on September 26, 2009. Other events will be posted as they are announced by area jurisdictions.

## **6. Other Business**

The next Car Free Day Steering Committee meeting will be held on Wednesday September 9, 2009, 11:30 a.m. – 1:30 a.m. Room 3.