

**Car Free Day Steering Committee
Meeting Notes - Wednesday, July 23, 2008**

1. Introductions

2. Approval of Minutes from June, 4 2008 Meeting

Meeting notes were approved as written.

3. Web Site Update

The Car Free Day web site, www.carfreemetrodc.com has been secured. Initial soft launch was targeted for early August. Templates of the web page design were distributed. The new Car Free Day logo will be incorporated into the design. Event info is wanted from all participating jurisdictions. The new web site is a work in progress and edits and revisions will occur as the information flows in. Any businesses that provides advertising, free services or prizes for the raffle will get their logo on the site.

4. CarFree Day Logo

Previous to the meeting, the committee voted on three logo options posted onto SharePoint. Everyone who attended the CFD meetings was sent a password. Logos 1 and 3 were the most popular, with logo three receiving the highest ratings. The committee further brainstormed and provided suggestions on enhancing the winning logo design to include a different graphic instead of the empty highway. The graphic suggested was that of a crosswalk.

5. Poster Concepts

Three concepts were presented at the meeting for review by the committee with the objective of selecting one by vote. The concept chosen was "Uncar for a Day". This was selected for its attention getting headline and visual. Suggestions were made however to soften what could be perceived and an anti-car message. Additionally feedback included the mention of car-lite options (carpool and vanpool).

6. Other Planned Marketing Efforts

WMATA is providing free advertising on 100 Metrobus sides (88 x 30"). The final poster will be translated for the transit signage. Three radio scripts were reviewed by the committee and the "Poundage" spot was chosen for further development using feedback from the committee.

7. Earned Media

A press event incorporating CFD as a regional initiative is targeted for the morning of Tuesday Sept 2 at COG offices and will be coupled with the announcement of Commuter Connections' new ridematching software to be launched in late August. WMATA plans to dedicate the General Manager's Sept. 5 column in The Express newspaper toward CFD.

8. Participation Goal

State Department of Transportation members established a CFD pledge goal of 10,000. These are the state bodies that are funding the marketing campaign.

9. Partner Updates

WMATA has secured commitment to donate at least five SmarTrip cards loaded with \$20.

Comcast Newsmakers will tape an interview with Council Member Tommy Wells.

GSA is planning on offering free use of Telework Centers on CFD, details to be worked out.

VPSI will be providing a free van and driver on CFD to a select company.

10. Other Business

No other business was discussed due to time limitations.