

**Agenda for One Less Car
Wrap up Meeting**

**Sat. 1/25/03
10am – 2 pm**

- 10:00 Households arrive
- 10:05 Welcome and **“soft” start** (as people trickle in)
- 10:15 Focus Groups for One Less Car Campaign
Overview
Break into groups into groups, discuss, report back
- 11:15 Press prep; Households **share One Less Car stories**
- 12:00 **break**, food enters, self serve **lunch**
- 12:15 **Results** of data, pass out profiles, Q+A on profiles
- 12:30 VIPs and press arrive. **Awards for selling car**
- 12:45 **VIPs speak**
- 1:00 **Wrap up**, thank you
- 1:15 **Press interviews**; non interviewees can depart
- 1:45 Complete interviews