

SOUTH FLORIDA COMMUTER SERVICES + CITY OF KEY WEST + DIAZ & COOPER
2/22/17

CAR-FREE KEY WEST



James Udvardy
Project Director



Omi Diaz Cooper
President/CEO

CAMPAIGN OVERVIEW

- Branding and Positioning
 - Logos, Taglines
 - Bus Wraps, Signage and Wayfinding
 - Informational Maps
 - Street Tattoos
- Digital Strategy
 - Microsite and Facebook
 - Social Media
 - Digital Media including Search
- Media Push including rack cards, airport and ferry terminal displays, print and radio
- Grassroots Efforts
 - Starter Kit/Distribution
 - Outreach (Hotels, Attractions and Businesses)





*Lose the Keys.
Find Key West.*



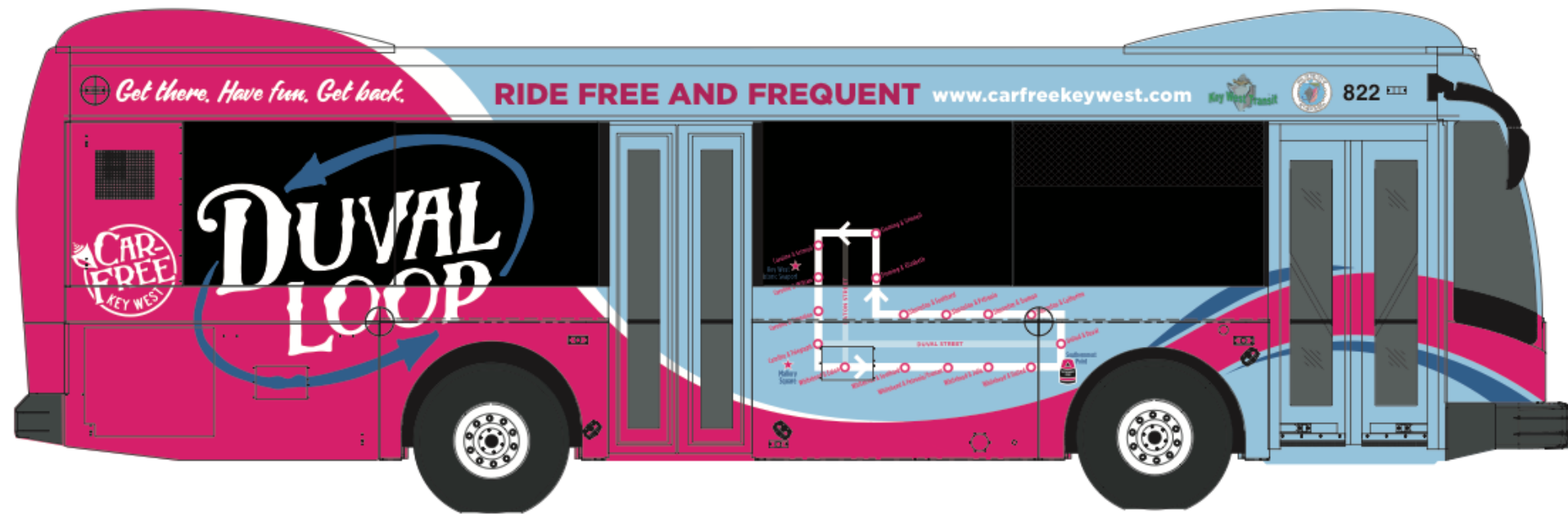
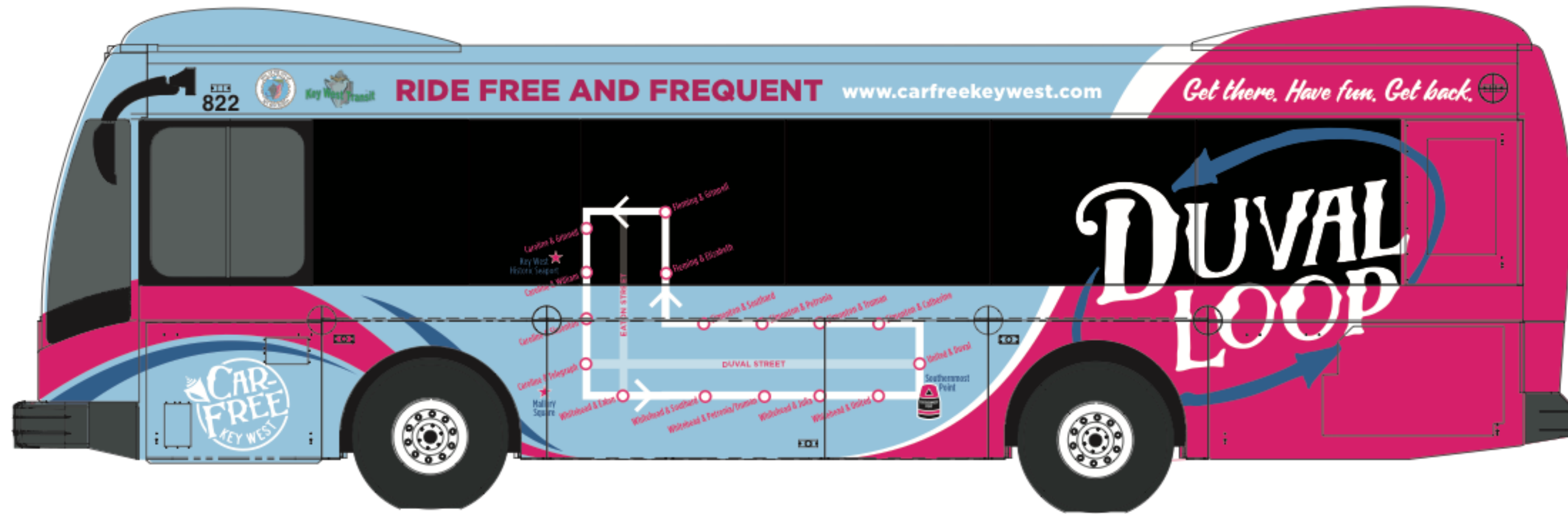
Get there. Have fun. Get back.

Car-Free Key West Microsite | Facebook Page

The microsite features a blue header with the 'CAR-FREE KEY WEST' logo and navigation links. The main content area has a white background with a blue header section containing the headline 'This is your main headline lorem ipsum' and three circular icons representing walking, biking, and bus transit. Below this is a section titled 'This is a blurb on the benefits of walking/biking/bus vs car' with a 'More about us' button. The next section, '2nd Most Bike-Friendly Midsize City', includes a photo of two women on bicycles and another 'Find out more' button. The final section, 'Key West Bike Routes lorem ipsum dolor sit amet', features a map of Key West with route markers.

The Facebook page mockup includes a cover photo with the slogan 'Lose the Keys. Find Key West.' and a profile picture with the organization's logo. The page name is 'Car-Free Key West' with the handle '@carfreekeywest'. The left sidebar shows navigation options: Home, Posts, About, Videos, Photos, Likes, and a 'Create a Page' button. The main content area displays a post from February 17 at 2:02pm with a photo of a street scene and 3 likes. Below it is another post from February 17 at 10:54am titled 'Ever wondered how much CO2 different means of transport are emitting?' with a 'Comparison of emissions per 16k (10m) round trip' chart. The right sidebar shows the organization's location (Key West, Florida), a 5.0 star rating, and contact information: 1300 White Street, Planning Dept., Key West, FL 33040, phone (305) 809-3725, and website www.cityofkeywest-fl.gov/d...

Duval Loop Wrap | Circulator Map



11x17 Tear-Away Map

Top Destinations *accessible by Duval Loop

- | | | | |
|------------------------------|---|--------------------------------------|--------------------------------------|
| 1 Pier House Resort & Spa | 16 Key West Shopping Plaza | 31 GATO Building | 46 Key West Historic Seaport* |
| 2 Ocean Key Resort | 17 The Studios of Key West | 32 City Hall | 47 Galleon Marina |
| 3 La Concha Hotel* | 18 Key West Theater | 33 Previous City Hall | 48 A & B Marina |
| 4 Casa Marina Hotel | 19 Waterfront Playhouse | 34 Mallory Square/O Duval St* | 49 Ferry Terminal |
| 5 Sloppy Joe's | 20 Tennessee Williams Theater | 35 Southernmost Point* | 50 Conch Harbor Marina |
| 6 Captain Tony's | 21 Tropic Cinema | 36 Higgs Beach/Reynolds Street Pier | 51 Mole Pier |
| 7 Rick's Bar | 22 Mel Fisher Maritime Museum | 37 Mile Marker 0 | 52 Edward B. Knight Pier |
| 8 Irish Kevin's | 23 Custom House | 38 MLK Pool | 53 Charter Boat Row |
| 9 Blue Heaven | 24 Key West Business Guild | 39 Key West Aquarium | 54 Stock Island Marina Village |
| 10 Better Than Sex | 25 West Martello Tower | 40 Florida Keys Eco-Discovery Center | 55 Trumbo Annex Naval Air Station |
| 11 Louie's Backyard | 26 Fort East Martello Museum | 41 Fort Zachary Taylor State Park | 56 Horace O'Bryant Elementary School |
| 12 SALUTE! On the Beach | 27 The Ernest Hemingway Home* | 42 South Beach | 57 Key West High School |
| 13 Clinton Square Market | 28 Turtle Cannery Museum | 43 Dog Beach | 58 Gerald Adams Elementary School |
| 14 Conch Plaza | 29 USCGC Inham Maritime Museum | 44 Higgs Beach | 59 Florida Keys Community College |
| 15 Searstown Shopping Center | 30 Key West Butterfly and Nature Conservancy* | 45 Smathers Beach | |

Lose the Keys.
Find Key West.



CAR-FREE MAP

CarFreeKeyWest.com /CarFreeKeyWest

Our island is about living life to the fullest, soaking up the sunshine, kicking back to watch the sunset, and genuinely appreciating the beauty we have at just about every turn. That's why you just can't do Key West in a car. Lots of people try only to end up stuck in traffic and forever searching for that elusive parking space.

At Car-free Key West, we're here to put the brakes on this mess. Our mission is to remind people that biking, walking, and the bus are the best ways to enjoy Key West days. Be a pedestrian! When Driving a Car in Key West. Appreciate the vulnerability of people walking and biking. Slow down - this ain't the mainland.

Walking and Biking Timetable (minutes) *accessible by Duval Loop

	Historic Seaport/ City Parking Garage*	Mallory Square/ O Duval St*	La Concha Hotel*	Hemingway House*	Butterfly Museum*	Southernmost Point*	Higgs Beach	Smathers Beach	Charter Boat Row
Historic Seaport/ City Parking Garage*	9 2	10 4	18 5	1 6	25 7	31 9	53 15	28 10	
Mallory Square/ O Duval St*	10 4	11 3	20 5	4 9	7 2	5 16	30 8	56 15	
La Concha Hotel*	18 5	20 5	4 9	9 4	8 4	25 7	50 14	26 8	
Hemingway House*	1 6	25 7	7 2	9 4	2 1	16 4	41 11	27 9	
Butterfly Museum*	25 7	25 7	5 16	8 4	2 1	17 4	43 11	30 9	
Southernmost Point*	31 9	40 11	30 8	25 7	26 4	17 4	25 7	25 8	
Higgs Beach	53 15	62 17	56 15	50 14	41 11	43 11	25 7	26 7	
Smathers Beach	28 10	37 12	31 9	26 8	27 9	30 9	25 8	26 7	

Tips for Biking in Key West

- Bikes are considered vehicles and must obey all traffic regulations.
- Always use a light at night.
- Never ride the wrong way down a one-way street.
- Always ride on the right side of the street with traffic - never against traffic.
- Always lock your bicycle. Even for a few minutes.
- Bicycles are allowed on sidewalks, except on Duval Street, but remember to always yield to pedestrians.

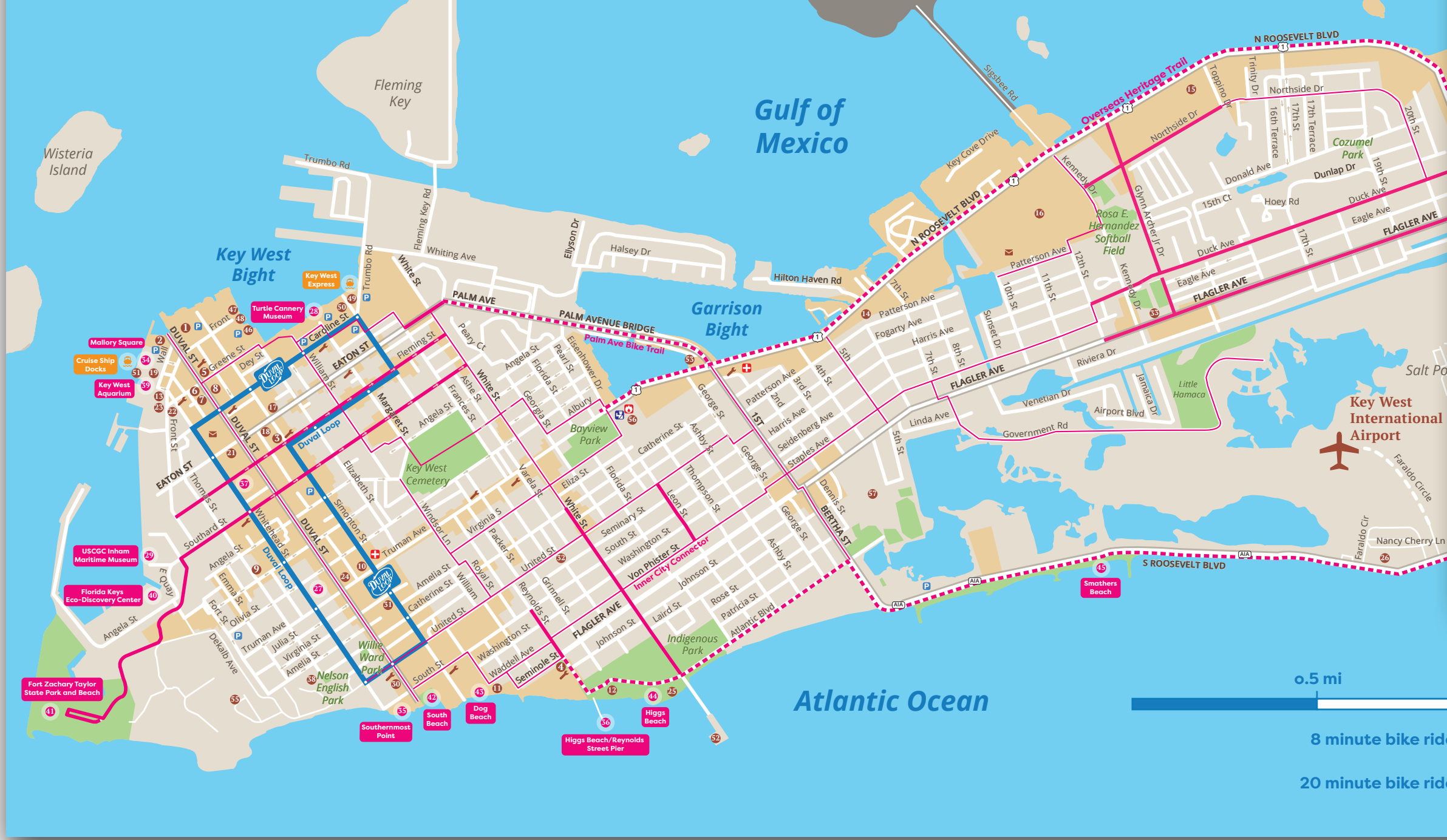
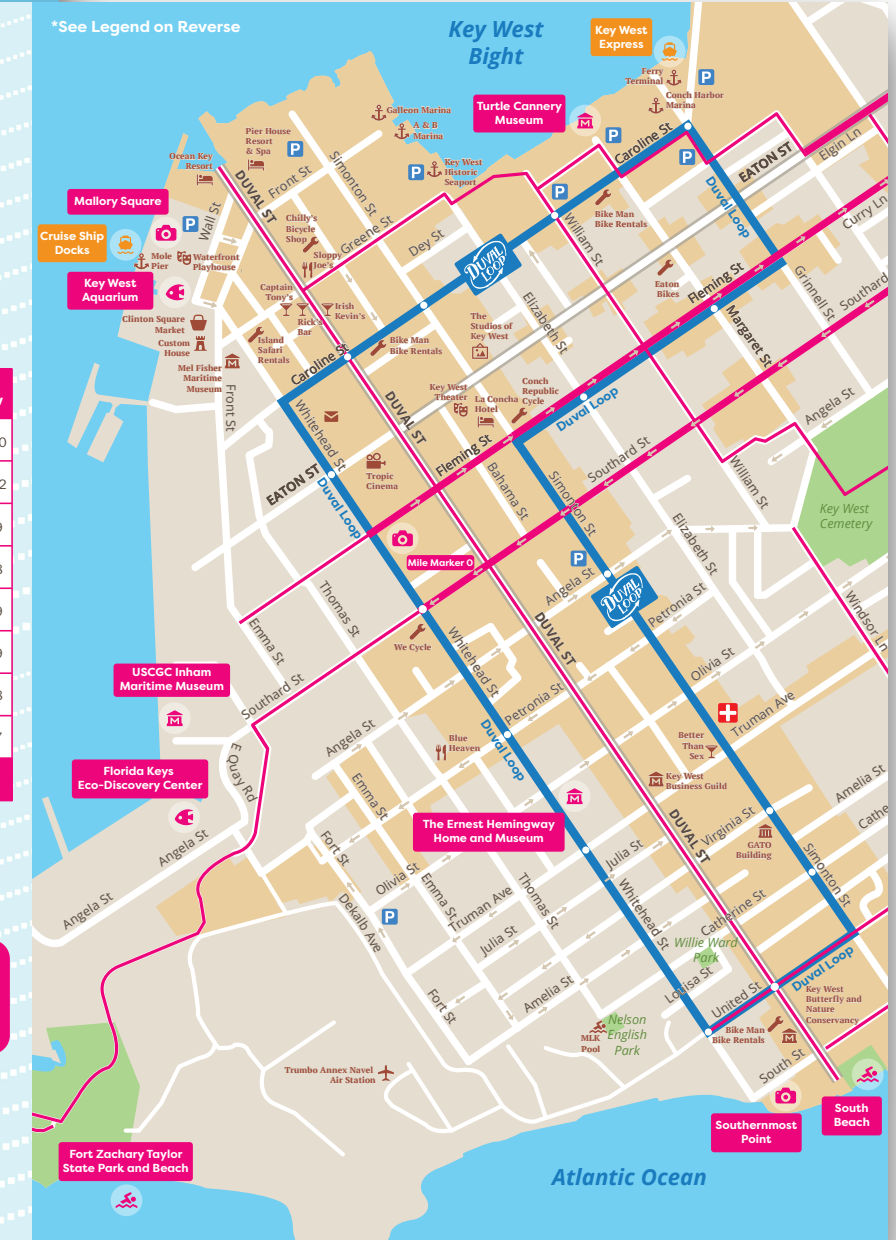
Communicating is Key!

Use hand signals in front of cars to let them know your actions. Use a bell or provide audible warnings when passing others.

Left Turn Right Turn Stop Make Noise

Be Aware of the 3' Door Zone

Know that bikes can use the full lane. Always provide 3-feet when passing.



0.5 mi 1 mi

8 minute bike ride

20 minute bike ride

Designated on-street lanes for bikes

Off-Street Trail Separate path away from main roads for bikes and pedestrians

Main Artery


Commercial Area

Police Department

Fire Station

Parking Lot

Official Pace Car of Key West



Down here we're not big on horsepower. We'd rather pedal our way through a sunny Key West day than hurry through it anytime. When we're not biking, we're walking or taking the bus (and often whizzing right past those gas guzzlers stuck in Duval Street traffic).

The point is, cars don't help you get around Key West. They just get in the way of having the most fun in Key West. Take it from the locals - see more, do more, and get more out of Key West going at the breakneck speed of a beach cruiser.

WALK • BIKE • BUS

For more information visit www.carfreekeywest.com

KEY WEST WON'T FIT THROUGH YOUR SUNROOF.



parking hassles, cars just block out the general wackiness that makes Key West so special. Bike or take a trolley. We promise your two feet will get you more Key West than any old sunroof.

visit CarFreeKeyWest.com

FDOT **COMMUTER SERVICES**

CAR-FREE KEY WEST

Lose the Keys. Find Key West.

KEY WEST WON'T FIT THROUGH YOUR SUNROOF.



Cars don't work in Key West. Forget the traffic and parking hassles, cars just block out too much good stuff - like sunshine, fresh air, and the general wackiness that makes our little island so special. Get out there in the mix. Walk among the party. Bike, or catch the Duval Loop. Revel in the joy of being a pedestrian. We promise your two feet and a little sense of adventure will let in a lot more Key West than any old sunroof.

DUVAL LOOP

WALK • BIKE • BUS Tip: Always ride on the right side of the street with traffic! For more information visit www.carfreekeywest.com

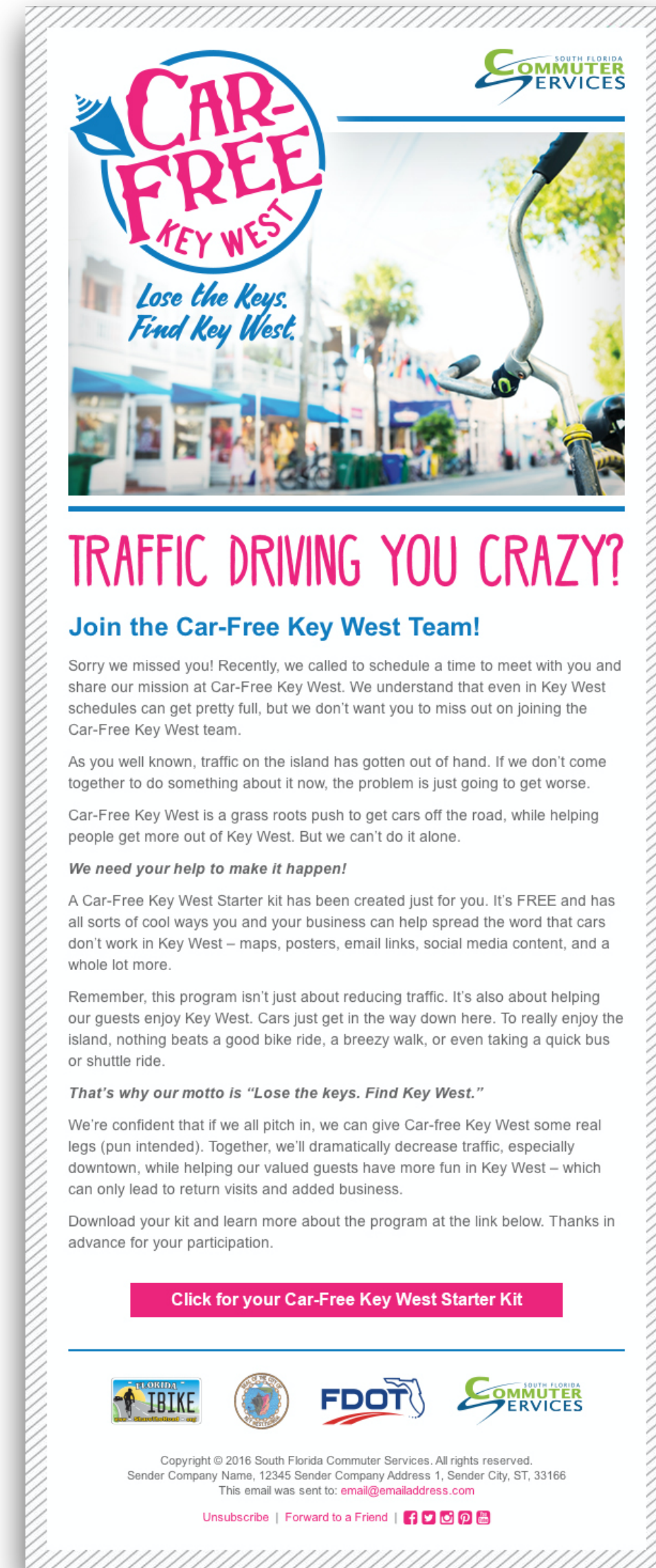
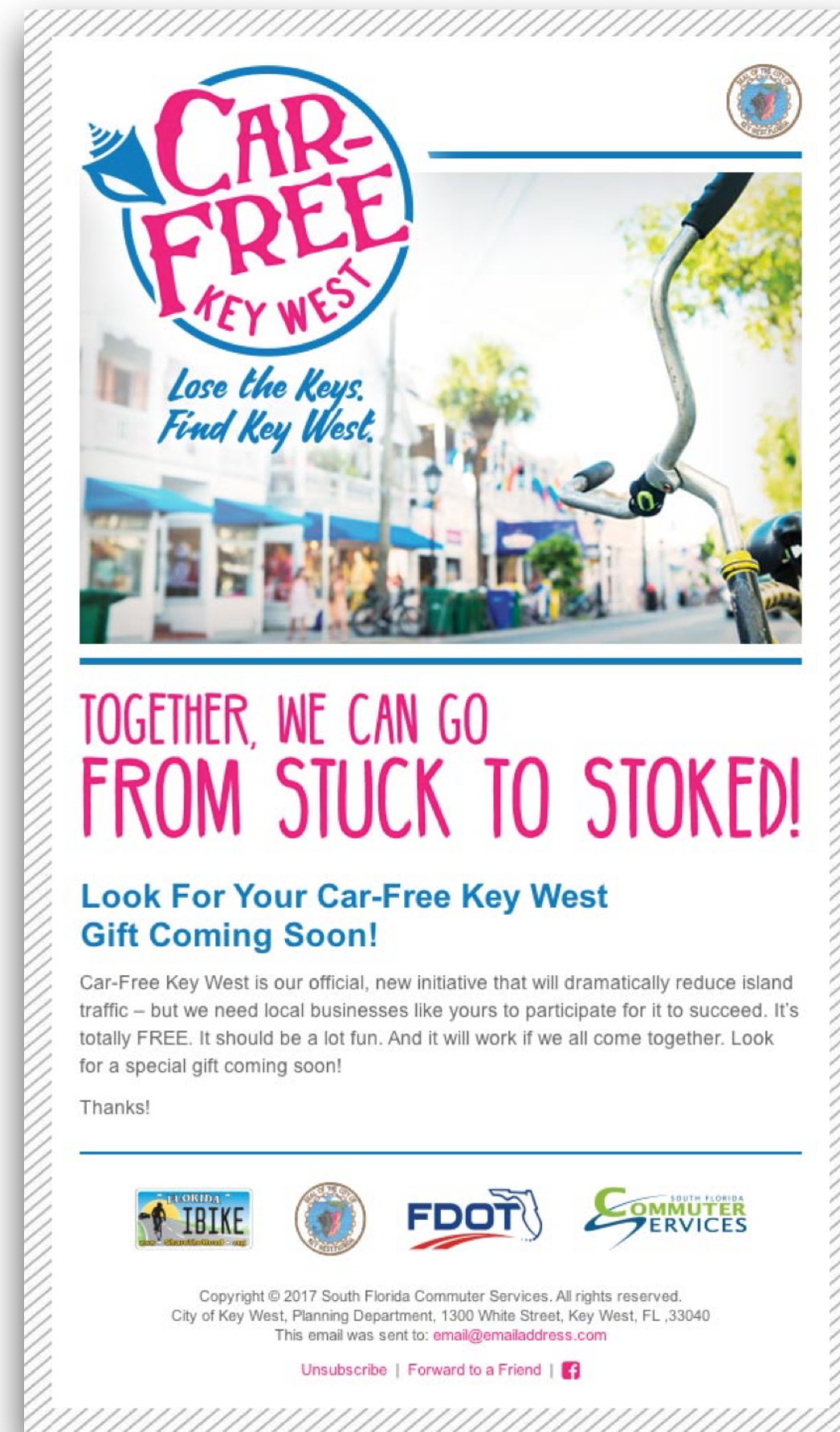
FDOT **COMMUTER SERVICES**

CAR-FREE KEY WEST

Lose the Keys. Find Key West.

Starter Kit Items + Key West Outreach

- Provide Starter Kit to top Stakeholders
- Develop initial meetings with Stakeholders
- Distribute collateral materials to Stakeholders
- RoundTable discussions
- Survey employees on travel modes
- Provide assessment of Circulator Routes (on board surveys)
- Tabling events to support campaign



Thank You!