

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



[About Us](#)[Walk](#)[Bike](#)[Bus](#)[Utilities](#)[Business & Partners](#)[Maps](#)

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[More about us](#)





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[More about us](#)



2nd Most Bike-Friendly Midsize City


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[Find out more](#)

Key West Bike Routes lorem ipsum dolor sit amet

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Car-Free Key West

@carfreekeywest

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Posts



Car-Free Key West updated their cover photo.

February 17 at 2:02pm



LikeCommentShare

3

Write a comment...



Car-Free Key West

February 17 at 10:54am

Ever wondered how much CO2 different means of transport are emitting? Then take a look here. City of Key West - Preserve Island Life Campaign Key West Recycles



Government Organization in Key West, Florida

5.0  · [Open Now](#)

Invite friends to like this Page



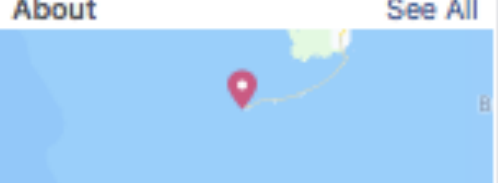
Recommend this Page to friends

Car-Free Key West is about making it easy and safer for more people to bike, walk, use transit and share the ride more often.

2,029 people like this and 2,016 people follow this

1 person has been here

AboutSee All




1300 White Street, Planning Dept.
Key West, FL 33040

(305) 809-3725

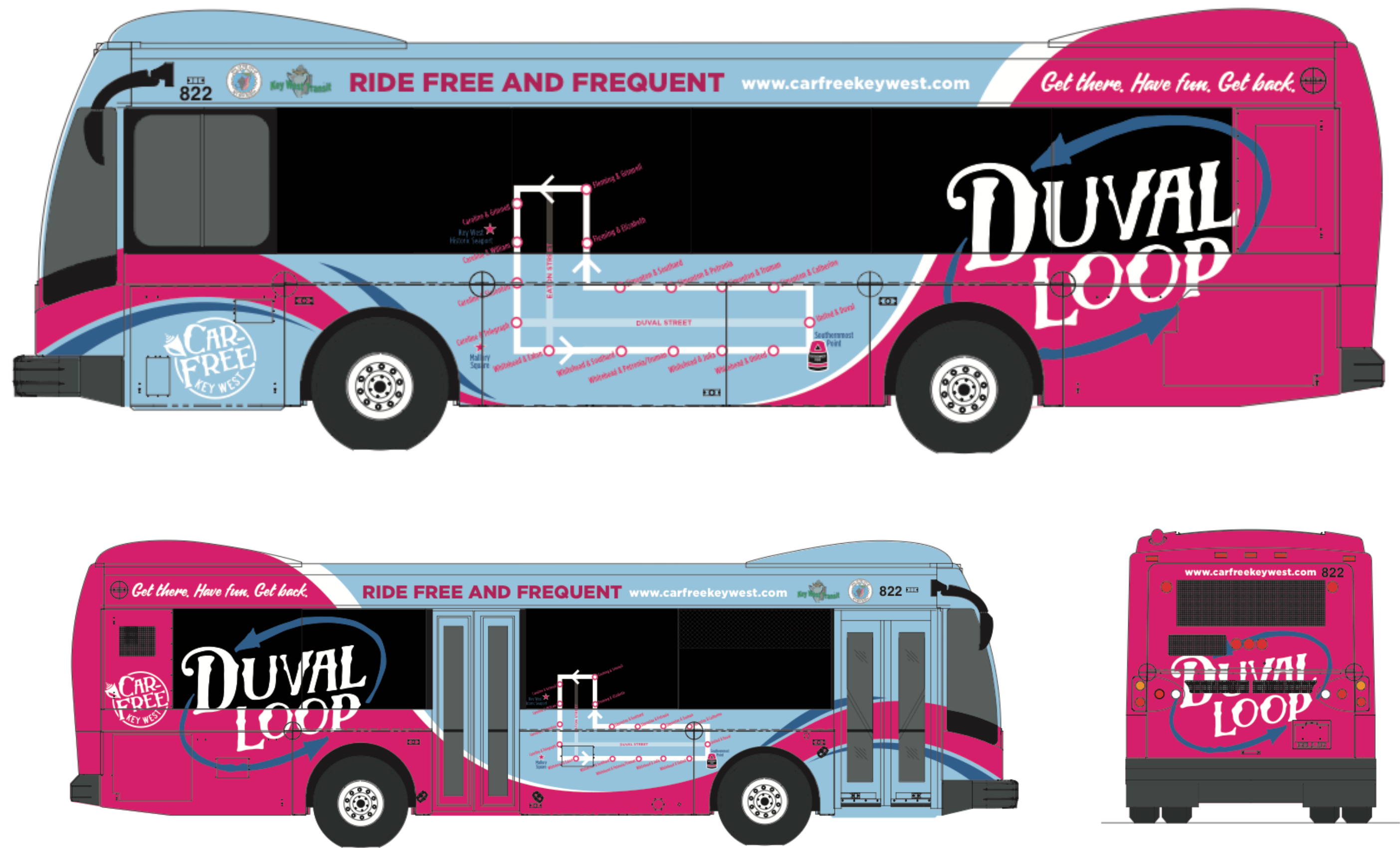
Typically replies within a day
[Message Now](#)

[www.cityofkeywest-fl.gov/d...](#)





Duval Loop Wrap | Circulator Map



DUVAL LOOP BUS STOPS

- 1 Caroline & Grinnell
Conch Harbor Sign
- 2 Caroline & William
24 Fitness Gym
- 3 Caroline & Simonton
Keyviche
- 4 Caroline & Telegraph
Keyviche
- 5 Whitehead & Eaton
Post Office
- 6 Whitehead & Southard
Green Parrot/Courthouse
- 7 Whitehead & Petronia
Bahama Village Gate/HTA
- 8 Whitehead & Julia
Keystone Church
- 9 Whitehead & United
Naval Air Entrance
- 10 United & Duval
Tropical Bicycle and Scooter Rental
- 11 Simonton & Catherine
First State Bank
- 12 Simonton & Truman
Duval Square
- 13 Simonton & Petronia
Merlin Guesthouse
- 14 Simonton & Southard
Conch Republic Office
- 15 Fleming & Elizabeth
Library
- 16 Fleming & Grinnell
Azur Restaurant

TIME AND DAYS

- | Christmas-Easter | Easter-Christmas |
|----------------------------------|-------------------------|
| DAILY | WEEKENDS & FRIDAYS |
| Friday & Saturday: 10am-Midnight | Fridays: 3pm-Midnight |
| Sunday-Thursday: 10am-10pm | Saturday: 10am-Midnight |
| | Sunday: 10am-10pm |

11x17 Tear-Away Map

[illegible]

Official Pace of Car Key of 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.



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.

KEY WEST WON'T FIT THROUGH YOUR SUNROOF.



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visit CarFreeKeyWest.com

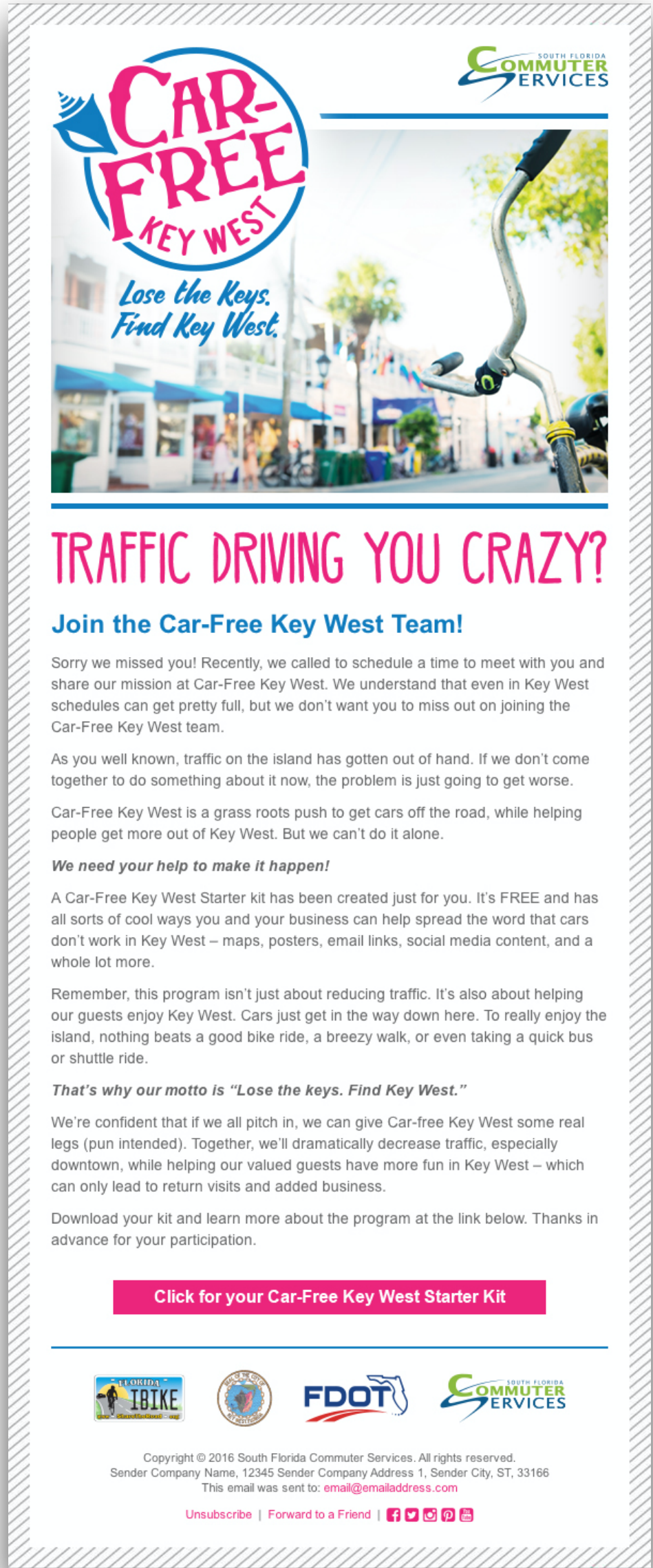
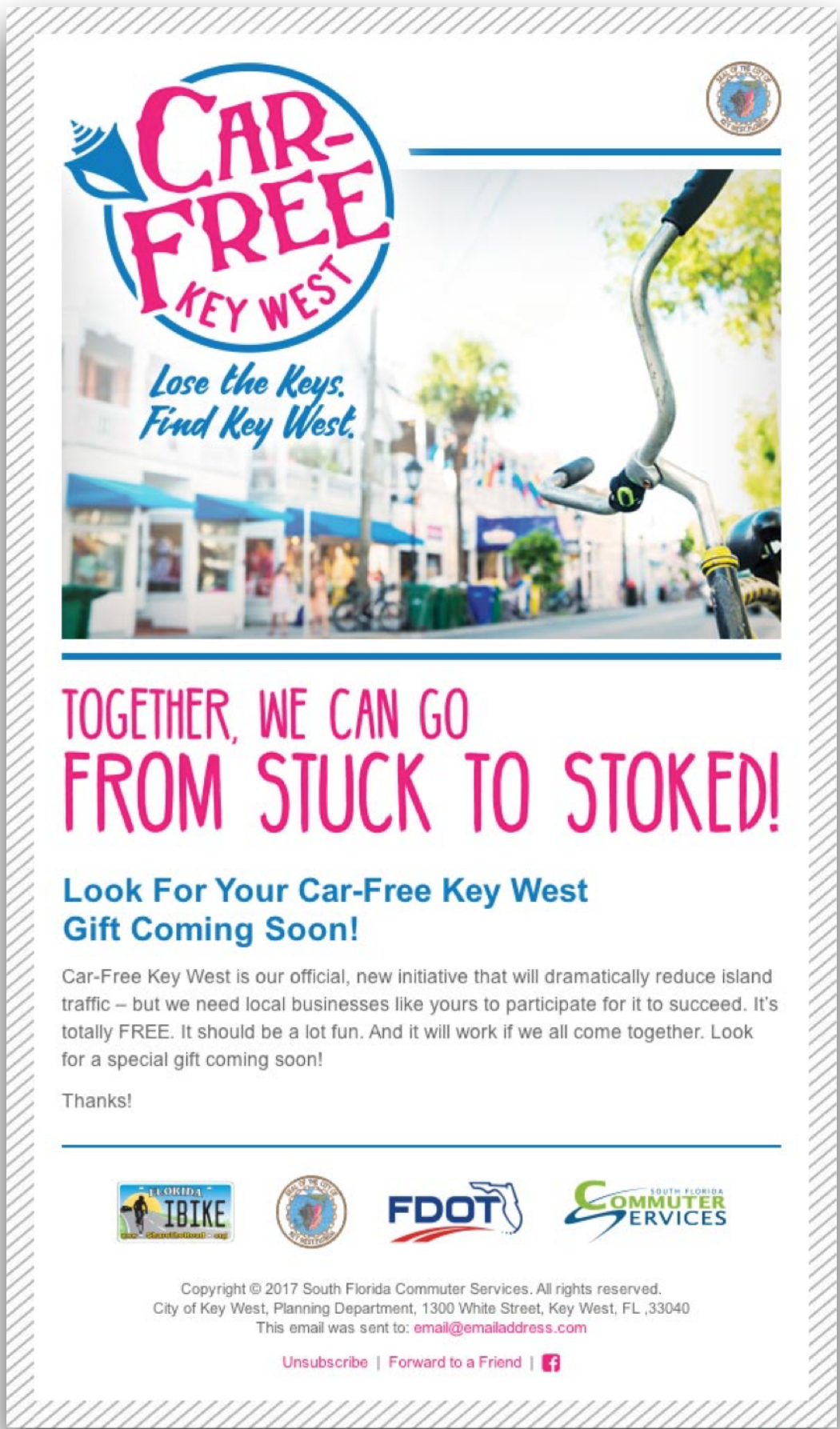
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Starter Kit Items + Key West Outreach

- 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!