

Car Free Day 2015

September 22nd, 2015

Steering Committee Meeting, May 6th 2015

Ideas for Increased Pledge Counts

#TEAMMETRO



COMPETITION
PARTICIPATION
SOCIAL MEDIA

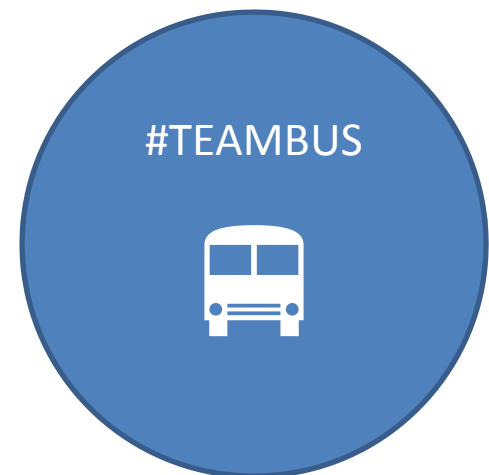
#TEAMBIKE



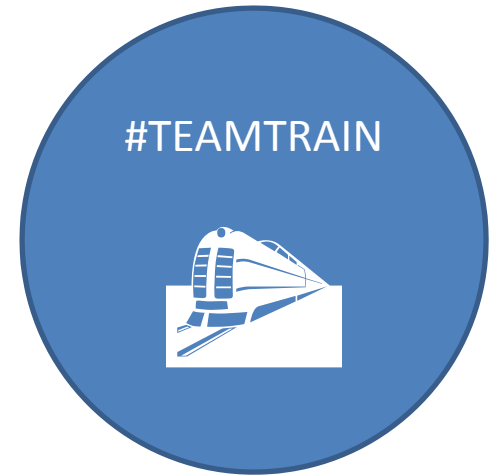
PLEDGE – JOIN - SHARE

Competition

- Create a competition between the different teams
 - Leaderboards on Car Free Day website
 - Post about who's leading on social media
- Utilize prizes as a means to increase different mode participation
 - Prizes for highest participation?
 - Increase prize pool?



Participation



- **Stickers**
 - Creates a physical reminder for the event
 - Pass out at transit/bike/carpool hubs?
 - Promotes the hashtags
- **Travel to transit/bike/carpool hubs**
 - Pass out stickers
 - Promote Car Free Day and promote Car-lite as an option
 - Sign people up on the spot if possible
- **Prizes**
 - Look to regional businesses for gift cards and other incentives. Chiptole, Sweetgreen, Perfect Pita, etc.



Social Media



- Hashtags: #TEAMMETRO, #TEAMBUS, #TEAMPOOL, #TEAMBIKE, #TEAMWALK, #TEAMTRAIN
- Use Facebook, Twitter, etc. to post about the different teams frequently leading up to the event.
 - Collages with multiple teams to choose from
 - Promote different modes every few days
 - Take advantage of the Facebook likes to promote the invites

PLEDGE – JOIN - SHARE

What Could the Future Hold?

- Pit stops for Car Free Day participants
- T-shirts
- Closed streets
- More?



*Car Free Day in
Jakarta, Indonesia, 2011*