

CAR



FREE

FRIDAY


GoSaMo

OCT 7TH

Everything you need to know about **#CARFREEFRIDAY**

Starting **Friday, October 7**, Santa Monica residents, workers, and businesses will kick-off the very first **#CarFreeFriday** by giving our cars a day off and using sustainable ways to get to work, school, or even happy hour.

This toolkit is designed to help give you and your crew the tips and tools to get involved.

Have fun!

What You'll Find Inside:

- 5 Easy Tips To Go Car-Free For One Day
- Get Your Friends and Family To Join
- It's Fun For Businesses and Schools, Too
- Join the Fun and Follow Along

5 Easy Tips To Go Car-Free For One Day



Learn your options.

Your employer or local co-working space might be offering transportation benefits. While you're already at it, ask if they know other folks who are going car-free. They might be a great source of information, and inspiration to try it out.



Select a day where you have flexibility.

No meetings in the morning? Late day at school? These are great days to try using new transportation options. You won't feel rushed and will have the opportunity to figure out the best route without worrying about being late.



Map your route in advance.

Half the challenge is knowing how and where you're going. Use Google Maps or the other recommended apps on smgov.net/gosamo to find out the best way to use new transportation options to get to work, school, or even happy hour.



Grab your TAP card.

Whether you're walking, taking transit, or biking, it's good to have the right tools. Pick up a TAP card at Expo stations or the Big Blue Bus Transit Store to access all the trains, buses, and even bikes. Check out smgov.net/gosamo for more info and locations.



Try it out with a buddy.

It's always more fun to share new experiences with someone else. Ask around the office to see if anyone wants to meet at a local Expo station or ask an apartment mate to take transit together to school or work. This way, you can enjoy each other's company instead of being stuck in traffic alone.

Get Your Friends And Family to Join

Example Tweets

Can't wait for **#CarFreeFriday** on Oct 7! Car-free = carefree. **#GoSaMo** smgov.net/carfreefriday

Giving my car a break on **#CarFreeFriday**! Join me on Oct 7. **#GoSaMo** smgov.net/carfreefriday

Example Facebook Post

Hey friends! I can't wait for **#CarFreeFriday** and to leave my car at home for the day. Join me in living a car-free, carefree life! **#GoSaMo** smgov.net/carfreefriday

Example Instagram Post



Download the photo: <http://goo.gl/RdMDLp>

Join me and thousands of others in Santa Monica who are going car-free! smgov.net/carfreefriday **#CarFreeFriday** **#GoSaMo**

It's Fun For Businesses...

Whether you're focused on healthy living or reducing the amount of people who park at the office, let #CarFreeFriday be a way to bond with your team and customers.

Feel free to reach out to the Santa Monica TMO (Puja.Thomas-Patel@sdgworld.net) if you have any questions on how your business can get involved with Car Free Friday and other mobility efforts.



Put up a GoSaMo window-sticker.

Be a part of the local wayfinding program by helping customers and passersby navigate the closest Big Blue Bus stop, Expo station, or Breeze station. Think Yelp verified or health grade but for transportation.



Get your employees excited.

Provide fun incentives like lunch or coffee for everyone who bikes, walks, or takes transit to work. Make Friday hours flexible or enforce a “no Friday morning meeting” rule. (We’re sure everyone will be happy about that one!) Organize an ice cream social where folks can brainstorm ways to get to work without a car.



Show some love to customers.

Going car-free can be a commitment—show how you support their commitment to a car-free, carefree lifestyle by providing a fun perk—like a small discount or glass of lemonade if they show their TAP card or use #CarFreeFriday and tag your business on social media.

More Fun For Businesses...

Join in a growing number of local businesses proudly displaying the GoSaMo wayfinding stickers in their windows (like Public Bikes on Main Street seen here).

To get yours, go to the “Get Involved” page on smgov.net/gosamo.



... And Schools, Too!

Finish up “Bike It, Walk It, Bus It” Week (Oct 3 – 7) with a bang and celebrate #CarFreeFriday!

The SMMUSD school with the highest percentage of participation will win \$250 for their PTA, be featured on the City’s social media pages, and be commended for their efforts at the Oct. 22nd District board meeting.

Your school must sign up with Cory Keen (cory.keen@smgov.net) to compete for this prize, and to find out more about Safe Routes to School every day!

1

Get students, parents, and staff excited!

Have student representatives lead a “walking school bus” or “bicycle train,” or reward the classroom with the most walking trips. There are so many fun ways to get your school involved! Visit walkbiketoschool.org for more creative ideas.

2

Organize a bicycle skills training or rodeo.

Your school can teach bike safety and handling skills during recess or P.E. Additionally, teachers can send resources home for students to practice with their families. Examples can be found at saferoutesinfo.org.

3

Reward students, parents, and staff for participating.

Celebrate with a school-wide parade or give small prizes for everyone who participates. Please reach out to communications@smgov.net if you are interested in receiving Car Free Friday posters and buttons.



Join the fun and follow along online.

#CARFREEFRIDAY

Some helpful hashtags and links:

#CarFreeFriday
#GoSaMo

Twitter: @santamonicacity
Facebook: @cityofsantamonica
Instagram: @cityofsantamonica

smgov.net/carfreefriday
smgov.net/gosamo