



## Siclovía - "Go to Them" Event Sunday, March 29, 2015 Event Summary



### Event Objectives:

- Increase awareness for the SA Tomorrow brand
- Sign people up to receive email blasts
- Collect general thoughts about transportation challenges
- Increase the online discussion about SA Tomorrow
- Increase likes and follows on social media

### Activity #1 – Electronic Sign-Up

Members of the community were encouraged to sign up for the project email list. A total of 66 people provided their emails for this purpose.

### Activity #2 – Sticky Wall

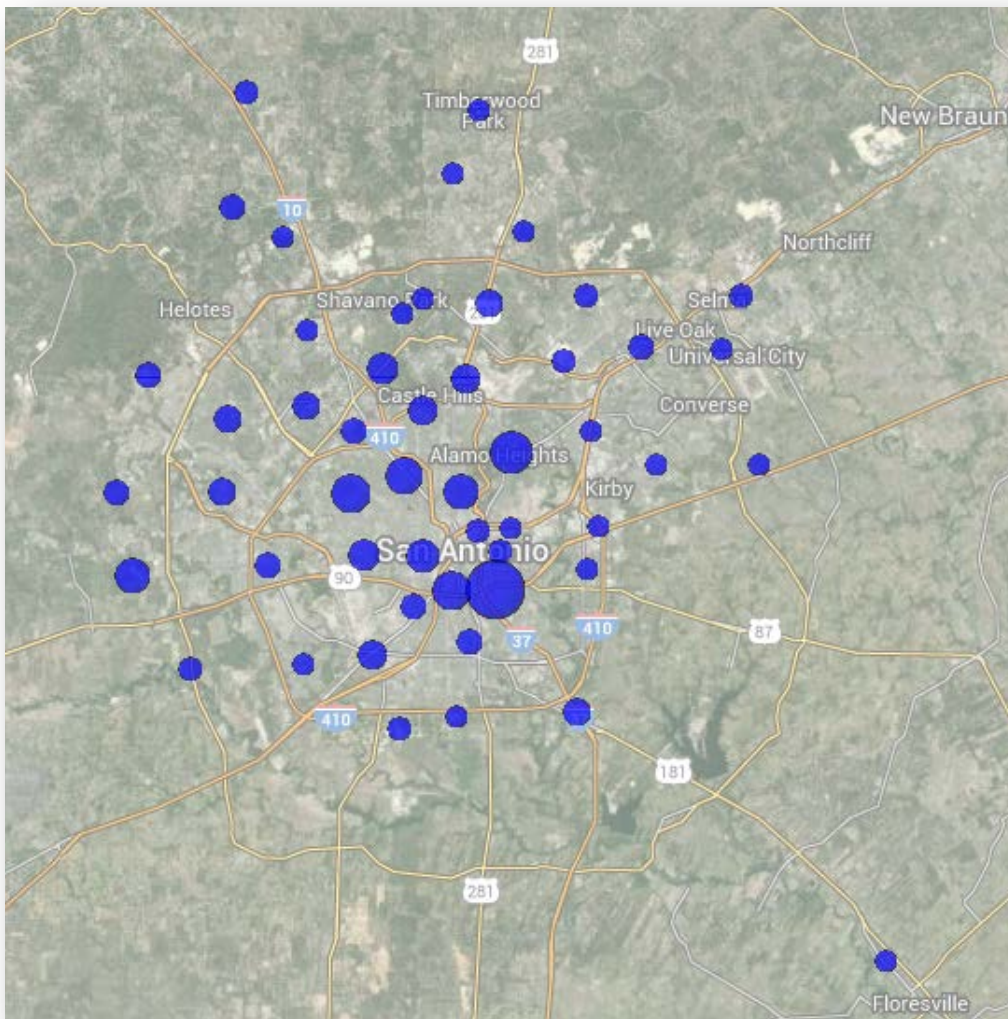


Over 209 people answered the following question, "What do you believe is the biggest transportation challenge facing our community?" Responses were posted for all to see. To the right is the geographic



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distribution of results and on the following page is a Word Cloud of the most frequently cited responses. The Word Cloud visually displays the results of the activity. The largest sized word represents the greatest number of similar responses. Inversely, the smallest sized words represent the least number of similar responses.





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What do you believe is the biggest transportation challenge facing our community?



### Activity #3 – Photo Frame

Participants were asked to respond to the question “A million more people in SA means...” while holding a photo frame and having their picture taken. People seemed to really enjoy this activity. We collected 99 unique photo messages. Increased traffic was of greatest concern for most participants followed by comments from people looking forward to seeing more bikes on the street with greater diversity while others were focused on increased tax revenue which could be used to pay for infrastructure needs. Following are contact sheets for the photos collected.

A million more people in SA means...





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