



Free Bus Project Manual

What the Free Bus consists of

The Free Bus Project aims to offer a free nocturnal public transportation service to ease nightclubbing, connecting the main nightspots of a city with the purpose of encouraging youths to avoid driving during weekends.

A sensible action aimed at making people aware and educating them towards a new mentality, which has as its priorities young people's safety and responsibility. Evening leisure is accompanied by a sustainable and safe means of transport, able to implement networks between clubs and to create connections amongst events.

How to organize it

This document is aimed at guiding any city's Traffic Kills Meetup to organize and bring to reality the Free Bus Project on the spot.

Four phases must be followed to reach the desired objective:

- a. Market analysis and fund raising
- b. Planning
- c. Promotion and communication
- d. Final Evaluation

Human resources

Organizing the Free Bus Project requires a team of at least three trustworthy, motivated people, who shall divide all chores according to their competences.

The Free Bus team will take care of market analysis, planning, communication and project evaluation.

It is important to avail oneself of other human resources coordinated by the team, such as: a graphic designer, info material distributors, a pair of hostesses/stewards for each bus, and one or more handymen.

Timing

Phase A: Market analysis and fund raising – 5 weeks

Phase B: Planning – 3 weeks

Phase C: Promotion and communication – 2 weeks

Phase D: Evaluation – 1 week



Ten steps to organizing the Free Bus

Phase A: Market analysis and fund raising

1. Market analysis
2. Project analysis and written form
3. Fund raising and contacting local authorities
4. Spotting clubs interested in supporting the Free Bus and choosing a transportation company

Phase B: Planning

1. Route planning
2. Planning and realizing communication tools: pamphlets and posters

Phase C: Promotion and communication

1. Press agency and project promotion
2. Distribution of info material
3. Free Bus night

Phase D: Evaluation

1. Confluence evaluation
2. Improvements to route and timing
3. User feedback
4. Written report for present and future partners

To receive further support, clarifications, and a more detailed manual with specs for each point, contact the Traffic Kills staff by writing to connect@traffickills.com