



CREATIVE BRIEF: FREE WI-FI IN SAN FRANCISCO

ADRIANA PARADA
DESIGN + SOCIAL CHANGE



BACKGROUND

In 2004, the mayor, Gavin Newsom, proposed the San Francisco Municipal Wireless program that aimed to create free wireless Internet access throughout the city of San Francisco. Access points were to be attached to light poles in order to provide Wi-Fi coverage. Earthlink and Google were to govern the infrastructure, but the proposal was stopped in September of 2007 because the city could not come to an agreement and consequently Earthlink pulled out of the plan.



OBJECTIVES + AUDIENCE

Create 10,000 brochures that will be distributed to residents of San Francisco (ages 18-49) and will encourage them to call and/or email the mayor, Ed Lee, to pressure him to revive the San Francisco Municipal Wireless proposal. We will send out a street team to different neighborhoods, public transit centers, free Wi-Fi locations, and the library to hand out the brochures.

Single Message:

Everyone should have the right to free access of information, and this initiative will aim to create that in the city of San Francisco.



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MANDATORY ELEMENTS

Brochure will be 8.5 x 11 and have a Z fold style

Color Scheme:



Mayor's Office:

City Hall, Room 200
1 Dr. Carlton B. Goodlett Place
San Francisco, Ca, 94102
Telephone: (415) 554-6141
Email: mayoredwinlee@sfgov.org



TIMELINE + BUDGET

Because no approvals are needed to begin the campaign, the initiative will start in the beginning of June and continue through the Fall.

Low-Budget: \$1,000 to cover the cost of printing 10,000 brochures plus an extra \$1,000 to compensate the designer and street team. (If all 10,00 brochures are handed out, we will print another round)



REFERENCES

blockbusterprint.com/Brochures.html

http://news.cnet.com/8301-10784_3-9769087-7.html

<http://www.informationweek.com/news/mobility/business/229215264>

<http://gesterling.wordpress.com/2008/01/04/startup-aims-to-revive-sf-free-wifi-initiative/>

<http://www.sfmayor.org/>