



2004 Annual Report

CarFree City, USA
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Message from the President

News coverage during 2004 featured many nationwide events and trends relevant to the mission of CarFree City, USA. For example:

- Iraq: The war in Iraq was a daily headline and many have drawn the conclusion that oil was a major factor in the launching of the war.
- Obesity: This lifestyle-derived disease was very much in the news in 2004. Obesity was cited as becoming one of the most costly diseases in the U.S. Car culture and lack of basic exercise from walking is considered a leading cause of obesity.
- Oil prices: Global oil prices rose significantly in 2004. The mainstream media by and large attributed the increase to temporary political instability in various parts of the world. Others—including CarFree City, USA—assert that global oil production has likely peaked, and the shift in supply and demand has inevitably increased the price.
- Traffic congestion: Vehicular congestion continues to register as the number one problem in many parts of the U.S. and continues to remind us that we must find a way to make ourselves less auto dependent.

Carfree City, USA thrust itself into the spotlight in 2004 by assuming leadership for organizing the City of Oakland's first Carfree Day event. Working with a small planning committee of dedicated volunteers from local rideshare, transit and bicycle groups, we created the event from scratch in four months. With approximately 800 attendees, over 30 exhibitors, and speakers that included Mayor Jerry Brown, Councilmember Nancy Nadel, and several city program managers, the event was a great success for all involved. Our efforts were further rewarded with a feature article in the San Francisco Chronicle (<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2004/09/23/BAGLG8TEG01.DTL&hw=carfreecity&sn=001&sc=1000>) and a couple of short radio spots. In addition to increasing public awareness of possibilities for carfree living, the event helped us foster new relationships with other groups, activists and agencies working in the areas of transportation, land use and ecological urban development.

Another highlight of the year was our leap into the process of searching for prospective carfree development locations.

We sent a delegate to the National Brownfields Conference in St. Louis, the annual convention for people involved in redeveloping contaminated or disused industrial and military sites. To our surprise and delight, we were not dismissed as wacko extremists or idealists. In fact, people were generally very supportive. Large urban sites in desirable locations ready for redevelopment are rare, as we suspected, but they do exist. Even some of the development financing groups seemed cautiously interested!

We continued to build our program and visibility throughout the year, participating in green festivals in San Luis Obispo, San Diego and San Francisco, obtaining training in nonprofit administration, preparing an attractive and informative brochure, and enhancing our website. More individuals continue to register their support on our website and send in contributions. We have volunteers in Sacramento monitoring redevelopment of the Sacramento Railyards and have begun to work with a Rochester, New York businessman seeking to convert a former shopping mall into a carfree demonstration project. A broad base of support is crucial to our success, and we hope you will encourage others to join our efforts to what America needs now more than ever: its first carfree city!

Gus Yates

Vision Statement

CarFree City, USA envisions a future where neighborhoods and cities in the United States function without the personal automobile, resulting in a greatly improved quality of life.

Mission Statement

Our mission is to promote carfree development that enhances local and global environmental quality, improves personal health, and fosters a sense of community -- simply by minimizing the use of automobiles and trucks. Our specific goal is to create the first carfree city, town or large neighborhood in the United States. Initial steps toward reaching this goal include documenting public demand for carfree living, demonstrating its logistical, financial and regulatory feasibility, educating professionals in the planning and development fields and engaging them in our effort, and identifying an initial site for implementation. Thus, our project will begin with research, education and organization, and eventually lead to nonprofit urban development.

2004 Accomplishments in brief

- Organized and directed Oakland's first CarFree Day event, which took place on September 23, 2004. The event featured Mayor Jerry Brown and was attended by more than 800 people.
- Participated in many events, spreading the word about our organization, including: Berkeley's Carfree Day, the San Francisco and San Luis Obispo Green festivals, San Francisco/ Telecom bike race, Berkeley city council candidates forum and more.
- Completed our website.

We largely accomplished the objectives we set out for ourselves at the end of 2003:

- **Non-profit status:** Achieve non-profit status at both the state and federal levels. **DONE. Our non-profit status was achieved in early 2004 and we began to receive tax deductible contributions.**
- **Website renovation:** Complete our website, including the addition of the following elements: online donation capacity, interactive bulletin boards for user input, new database for registering of individuals interested in carfree living, and more. **DONE. This was finished towards the middle of 2004. The newly updated website allows visitors to note their input regarding design issues on our interactive bulletin board system. As well, visitors can make secure donations online using their credit cards.**
- **Document demand:** Begin to document demand for carfree living using our online database. Our goal for 2004 is to have 5,000 registrants in our database by the end of the year. **DONE. We began to document demand for carfree living in 2004. Unfortunately, we did not reach our goal of 5,000 registrants. We must focus more on publicity, networking with like-minded organizations and people, to spread the word about our organization and to get more people to register.**
- **Offline resources:** Develop materials and resources that are not internet based to reach our supporters who do not use the internet. **DONE. At our various booths at public activities, we had all our resources available in hard copy for non computer users to take advantage of.**
- **Publicize our project:** Publicize our project to individuals, non-profit groups, businesses, and governments that are supportive of our ideas. In this manner, we will build partnerships for work in

the future. **BEGUN. This is a never ending assignment. In 2004 we only began to publicize our project and network. Some of the organizations that we worked with this year are: The World CarFree Network, EcoCity Builders, Bay Area Rides, The East Bay Bicycle Coalition, The Post Carbon Institute, City of Berkeley Planning Department and more. CarFree City, USA president Gus Yates was featured in the Oakland Tribune as part of an article on the Oakland CarFree Day event which he spearheaded.**

- **Increase funding:** Raise funds so that we can best realize the above goals and objectives. The two main sources of funds will be individual donors and procuring grants. **DONE. Our funding in 2004 reached \$8,123, up from a total of \$500 in 2003. All of this funding came from private donors. In 2003 we had one donor but in 2004 we received donations from 9 people. We applied for two grants in 2003 but were neither effort was successful.**
- **Expand our impact:** (check to see if this is in the 2003 report) CarFree City, USA has, with the help of individuals in their local communities, begun chapters in Sacramento and San Diego. In Sacramento, the volunteer group that we is working to see what possibilities there are for the creation of a carfree neighborhood at the Sacramento Railyards site. In San Diego, our volunteers have been active in publicizing our activities at events with the larger San Diego community. We have also begun to work with a Rochester, New York businessman who is very interested in the idea of creating a carfree development

CarFree City, USA 2004 Financial Statement (12/31/2004)

Balance Sheet

	Oakland Carfree Day	Other Program Activities	Total
Assets			
Cash	\$547	\$2,504	\$3,051
Accounts receivable	0	0	0
Fixtures & furniture	0	0	0
Total	547	2,504	3,051
Liabilities			
Accounts payable	0	0	0
Loans outstanding	0	0	0
	0	0	0
Net worth			
Assets - Liabilities	\$547	\$2,504	\$3,051

Income and Expenses

	Oakland Carfree Day	Other Program Activities	Total
Income			
Restricted donations	\$3,055	\$0	\$3,055
Unrestricted donations	0	8,123	8,123
Grants	0	0	0
Other	0	0	0
	3,055	8,123	11,178
Expenses			
Contractors	600	2,196	2,796
Equipment rental	350	0	350
Postage and delivery	70	140	210
Printing	684	81	765
Reference materials	0	245	245
Supplies	713	401	1,114
Telecommunications	0	50	50
Travel & entertainment	91	615	705
Loan repayment	0	1,485	1,485
Other	0	144	144
	2,508	5,357	7,865
Income - Expenses	\$547	\$2,766	\$3,313

CarFree City, USA Board of Directors

Eugene B. (Gus) Yates, President, Executive Director, Founder

David M. Ceaser, Secretary, Treasurer, Founder

Brian Laurenson

Advisory Board

Matt Griffiths: graphic designer, cyclist

J.H. Crawford: author of Carfree Cities