Bike Month 2019 Results
Bike Month Goals

- Increase bicycle commuting in Orange County
- Educate Orange County residents on the benefits of bicycle commuting
- Position bicycling as a viable last-mile connection
- Increase awareness of bicycle safety best practices
Tactics

- Online Pledging & Rally RSVP
- Facebook, Instagram & Google Display ads
- Employer communications
- E-Blasts
- Bike Rally Facebook Event
Bike Month
MAY 2019

Pledge AND WIN A BIKE!
octa.net/bikemonth

PLEDGE FOR A CHANCE TO WIN!
Biking can be a healthy and safe alternative to driving to work, plus you can pair biking with other commute modes for longer trips. Pledge to bike to work at least once during May and you’ll be entered for a chance to win a new bike!

BIKE + OC BUS
Finding parking is a thing of the past.

BIKE + CARPOOL/ VANPOOL
Sweat becomes participants.

BIKE + METROLINK
Don’t put all your eggs in one basket—share your commute!

By pledging, you will be entered for a chance to win a Trek FX 2 valued at $500. No purchase necessary. For official rules, visit octa.net/bikemonth.
Pledge AND WIN A BIKE!
Bike Rally

THURSDAY, MAY 16
7:30am-9:00am

MAY 2019
Bike Rally Results

- Kaiser Permanente Sponsored
- Rescheduled due to weather
- Over 30 attendees
- Over 450 people interested on Facebook
Bike Month Results

1,061 Pledges

78,737 Miles Pledged to Ride

Average Participant Pledged to Ride 38 Miles
Where do you pledge to ride?

- Fun: 36%
- Work: 29%
- Errands: 26%
- School: 9%
BIKE MONTH PLEDGES BY CITY OF RESIDENCE

- Irvine: 172
- Anaheim: 106
- Santa Ana: 100
- Orange: 66
- Huntington Beach: 55
- Fullerton: 53
- Garden Grove: 43
- Tustin: 38
- Costa Mesa: 38
- Mission Viejo: 25
- Riverside: 22
- Westminster: 21
- Newport Beach: 18
- Laguna Niguel: 18
- Fountain Valley: 15
- La Habra: 15
- Buena Park: 15
Questions?