



Active Transportation Campaign

Bicycle and Pedestrian Subcommittee Meeting

September 15, 2015

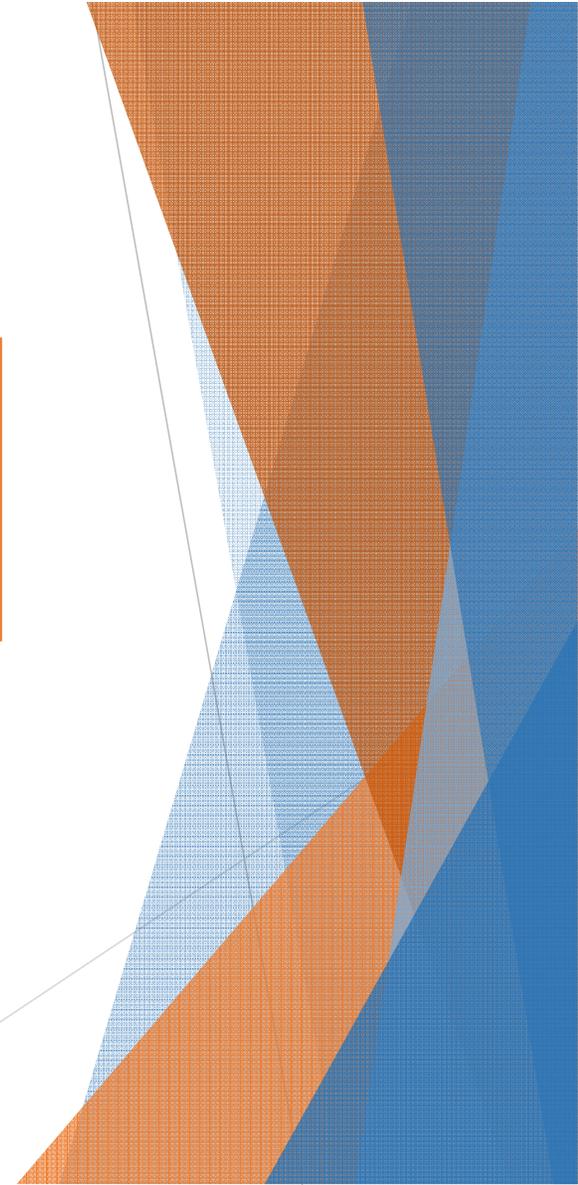
Nathan Wheadon

Wrong-Way Riding

Video

Brochure

Webpage





YOU'RE A BICYCLIST. NOT A SALMON.

Always ride with the flow of traffic, not against it.



UPSTREAM IS UNSAFE.
DON'T GO AGAINST THE FLOW.



33%

OF ORANGE COUNTY BICYCLE
COLLISIONS OCCUR WHEN
BICYCLISTS RIDE THE WRONG WAY.

Wrong way riding is dangerous:

4x MORE DANGEROUS THAN
RIDING WITH TRAFFIC

7x MORE DANGEROUS FOR
KIDS UNDER 17 YRS OLD

Upcoming Campaign

Visibility

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graph TD; A[Visibility] --> B[Launch on National Walk to School Day 10/7]; A --> C[Campaign outreach from 10/7 - 10/30]; C --> D[Video, print, ads ongoing];
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Launch on National
Walk to School Day
10/7

Campaign outreach
from 10/7 - 10/30
Video, print, ads
ongoing

Tactics

Video

Print
brochure

Quick cards

Bus ads

Outreach

Web, Social
& Email

School Emphasis

Bike Train

Walking School
Bus

Flyer
Distribution

P.A.
Announcements

Parents, Teachers,
Principals & Students

(B)right

Be Safe. Be Seen.



Upcoming Events

HB Green
Expo
9/26

Fairhaven
School
10/30

Re:Imagine
GG
10/10

AAA Teen
Driver Safety
10/10

Nat'I Walk to
School Day
10/7

SOMOS Santa
Ana
11/8

Cal Bike Summit October 26



9:30 AM – 10:45 AM

Best Marketing and Promotion Practices

Infrastructure is the most important tool in enabling more people to bicycle, but marketing can also play a powerful role, if it's well-done and effectively targeted to diverse audiences. Learn from the state's most humorous video producers at the Orange County Transportation Authority and from leaders of Santa Ana's successful multifaceted, multilingual bicycle safety outreach and education campaign. *Nathan Wheadon, OCTA; Ryan Johnson, Alta Planning + Design; Cory Wilkerson, City of Santa Ana*