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.

Wrong way riding is dangerous:
33% more dangerous than riding with traffic
4x more dangerous for kids under 17 yrs old
7x more dangerous for kids under 17 yrs old

33% of Orange County bicycle collisions occur when bicyclists ride the wrong way.
Upcoming Campaign

Visibility

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.

Targets

- Drivers
- Pedestrians
- Bicyclists
Upcoming Events

- HB Green Expo
  9/26

- Fairhaven School
  10/30

- Re:Imagine GG
  10/10

- AAA Teen Driver Safety
  10/10

- Nat’l 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 bike, 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.

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