BIKE & PEDESTRIAN SAFETY

September 07 – November 30
• OCTA frequently promotes initiatives and programs to promote bike and pedestrian safety.

• Past Initiatives:
  • 3 feet Rule
  • Brake the Cycle
  • Bike Salmon
  • (b)right
  • + More
GRANT

• $50,000 Office of Traffic Safety Grant
  • 2 videos promoting bike and pedestrian safety.
• Goals:
  • Increase knowledge of safe bike and pedestrian commuting practices
  • Decrease injuries and deaths from bike and pedestrian related accidents
• Last year reviewed 2014 safety issues survey
• Sub-committee provided input on top safety issues.
• Focus:
  • Combat the lack of understanding of bicycle and pedestrian rights and laws.
  • Yielding to pedestrians.
## YouTube Results

<table>
<thead>
<tr>
<th>Video</th>
<th>Date Posted</th>
<th>Views</th>
<th>Likes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian</td>
<td>9/14/17</td>
<td>39,088</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Cyclist</td>
<td>9/14/14</td>
<td>33,381</td>
<td>8</td>
<td>2</td>
</tr>
</tbody>
</table>
YOUTUBE RESULTS

James Baker 1 week ago
Kudos for making a safety video that isn't lame.
View reply

Jeremy Boateng 1 week ago (edited)
That'd be scary if games actually became simulations of real life by default.
View reply

Colton Tweedale 2 days ago
Add says drive safe at the end, game has playing called drive fast 😂😂😂
View reply

Shannon Russell 4 days ago
This pedestrian appreciates bringing us all up to speed on the subject of pedestrian safety 😄
View reply

theFallenAce 6 days ago
This ad is really effective, great work.
View reply

Lauren Silverman 1 week ago
Hilarious back-seat driver, who also is incredibly accurate! "Definitely illegal, and also SUPER unsafe." Love it!
View reply
TIMELINE

- Soft launch: September 7 – October 8
- Official campaign: October 9 – November 30
COMPONENTS

- **Flyer** Collect them all
- **Poster** Movie poster style
- **Game** Test skills and knowledge
- **Prize** Play the game & enter to win
PLAY IT Safe

PLAY IT Safe

PLAY IT Safe