

Active Transportation Safety Campaign





Background

- Cycling and walking are becoming more popular for work and play
- Shift from car culture to sharing the road with cyclists & pedestrians
- Emphasis on building bike-friendly communities throughout the county
- Increase in cycling-related accidents





Bike and Pedestrian Safety Campaign

Goals:

- Raise awareness about safety issues
- Educate and engage public
- Create and foster a "Bike Smart, Bike Safe" culture in Orange County
- Develop partnerships





Bike and Pedestrian Safety Campaign

Target Audiences:

- Cyclists Kids/Youth; Adults/Parents
- Pedestrians Kids/Youth,
 Adults/Parents
- Motorists
- Facilitators
 Schools, bike advocate groups,
 bike clubs/shops,
 Cities/law enforcement agencies,
 AAA, media, etc.





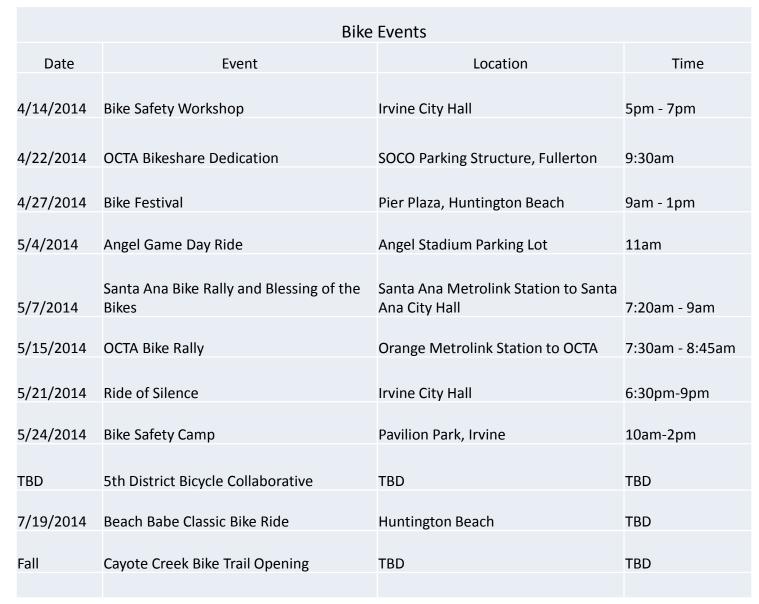
Bike and Pedestrian Safety Campaign

Strategies:

- Develop a safety microsite
- Use traditional and online media
- Create and distribute safety tool kits
- Conduct school and community outreach
- Leverage Bike to Work month events









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Test your cycling smarts. Win safety gear and prizes today!

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DID VOLLKNOWS

A helmet is the single most effective way to prevent head injury resulting from a bicycle crash. Bicyclists are considered vehicle operators; they are required to obey the same rules of the road as other weblide operators.

When cycling in the street, cyclists must ride in the same direction as traffic



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DID YOU KNOW?

Bicyclists are considered vehicle operators; they are required to obey the same rules of the road as other vehicle operators

When cycling in the street, cyclists must ride in the same direction as traffic. Bicyclists should increase their visibility to drivers by wearing fluorescent or brightly colored clothing during the day, dawn, and dusk.

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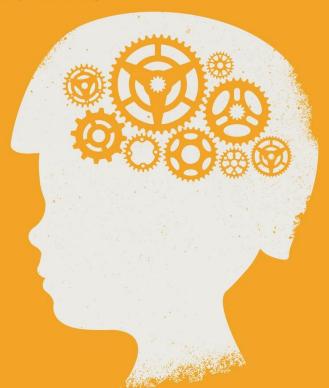


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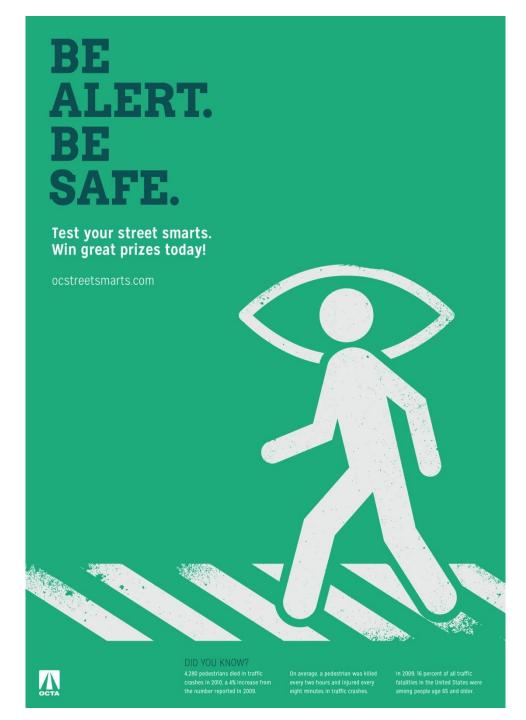
DID YOU KNOW?

All bicyclists should wear properly litted bicycle helmets every time they ride. The age group 16 and younger accounted for 10% of all pedalcyclists killed at 19% of all those injured in traffic crashes in 2011 A helmet is the single most effective way to prevent head injury resulting from a bicycle crash.



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Test your street smarts around pedestrians and win prizes today!

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DID YOU KNOW?

n 2010, 4,280 pedestrians were Illed and an estimated 70,000 we njured in traffic crashes in the Inited States.

privers are required to yield the right-of-way to pedestrians crossing streets in marked or unmarked crosswalks in most situations. When possible, cross the street at a designated crosswalk. Always stop and look left, right, and left again before crossing.

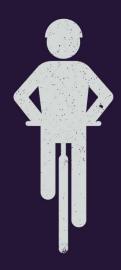
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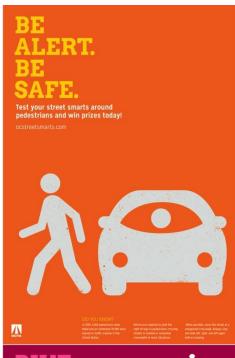
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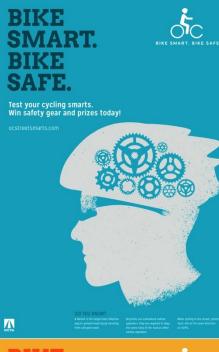
The Three Feet for Safety Act goes into effect September 2014. Drivers must allow at least three feet clearance when passing a bicyclist on the road.

Drivers should look for cyclists before opening a car door or pulling out from a parking space. Drivers should yield to cyclists at intersections and as directed by signs and signals. Be especially watchful for cyclists when making turns.

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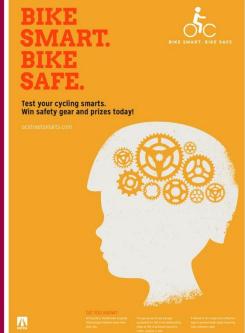




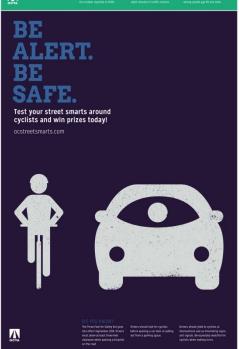












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Sharing the Road

Cycling Resources

TRANSIT MOBILE APPS

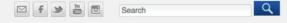
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Teaming up for cycling safety

With its year-round great weather, miles of beaches and mountains and well-maintained streets, Orange County and bike riding fit together naturally. More and more people are choosing to ride as part of their daily commute as well as for recreation. And all of us share the road; it's the law.

Bike safety is everyone's responsibility. That includes bike riders of all ages, motorists, pedestrians, and OCTA. Together, we can team up for cycling safety and enjoy moving throughout Orange County and beyond.



"Each year, more than 10 people die from bike-related accidents. Hundreds more are hospitalized. Some are impaired for life."

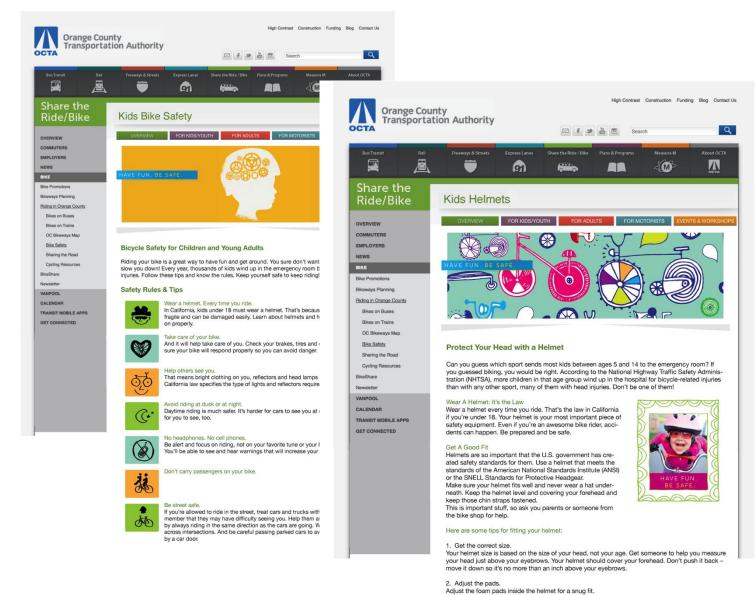
Understanding how to share the road

Many of these accidents could have been avoided. To encourage bike safety, OCTA is making information available that will assist both bike riders and motorists. You'll find the latest on California rules and regulations plus safety tips and best practices on how to wear a helmet properly and use hand signals. To assist as many people as possible, there are special sections for children, adults, parents and guardians, motorists, and pedestrians. Information is also available in other languages.

Mayling to make OC may bike friendly

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3. Adjust the straps.

4 Test the fit

Your ear straps should form a "V" just below each ear.

Rock your helmet back and forth. The straps should only move one inch

For more information, check out this guide and video on the proper way to fit your helmet.

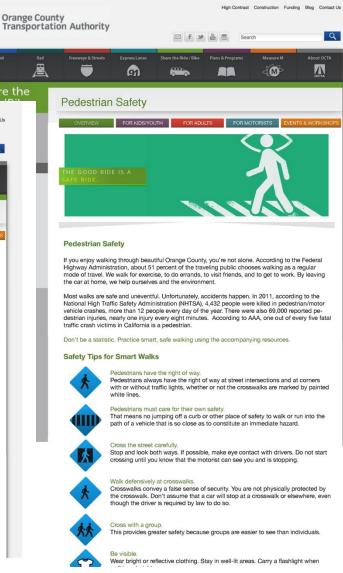


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OCTA Headquarters 600 S Main St., Ste. 101 Orange, CA 92868 1pm - 3pm

Register











TEST YOUR CYCLING SMARTS.
WIN SAFETY GEAR AND PRIZES TODAY!
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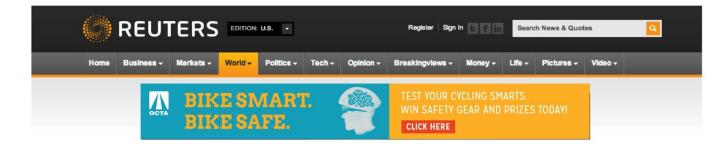












U.S. News



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MAY IS BIKE MONTH



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Receive a \$25 coupon from JAX Bicycle Center and win great safety gear. Go to

octa.net/bikemonth



GET ROLLING AND JOIN US FOR THESE EXCITING EVENTS!

BIKE FESTIVAL APRIL 27 Pier Plaza, Huntington Beach 9:00 am - 1:00 pm ANGEL GAME DAY RIDE MAY 4 Angel Stadium, Anaheim 11:00 am BIKE RALLY & BLESSING OF THE BIKES MAY 7

MAY 7 Santa Ana Metrolink Station to Santa Ana City Hall 7:00 am - 9:00 am BIKE RALLY MAY 15 Orange Metrolink Station to OCTA Free Metrolink ride with bike 7:30 am - 8:45 am RIDE OF SILENCE MAY 21 Irvine City Hall 6:30 pm - 9:00 pm BIKE SAFETY CAMP MAY 24 Pavilion Park, Irvine 10:00 am - 2:00 pm













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Bike Safety Sharing the Road

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CALENDAR TRANSIT MOBILE APPS GET CONNECTED

Celebrate National Bike Month

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QUIZ YOUR BIKE SAFETY SMARTS AND PLEDGE TO BIKE TODAY

Receive a \$25 coupon from JAX Bicycle Center and win great safety gear.



May is Orange County Bike Month.

Bicycling is an environmentally friendly, inexpensive, and enjoyable way to get around Orange County. We want you to get out of your car and onto a bike. Even if it's just for a day! It's healthy, fun and we're offering plenty of prizes if you pledge your support.

Get rolling and join us for these exciting local events! Click below for more info.

Bike Festival Sunday, April 27, 9:00 am – 1 pm Huntington Beach Pier Plaza

Angel Game Day Ride Sunday, May 4, 11:00 am

Angel Stadium, Anaheim

Bike Rally and Blessing of the Bikes Wednesday, May 7, 7:20 am - 9 am Santa Ana Metrolink Station to Santa

Ana City Hall

Bike Rally Thursday, May 15, 7:30 am – 8:45 am Orange Metrolink Station to OCTA Headquarters

Ride of Silence Wednesday, May 21, 6:30 pm - 9 pm Irvine City Hall

Bike Safety Camp Saturday, May 24, 10: 00 am - 2:00 pm Pavilion Park, Irvine

Bike to Work Week Participate, Pledge and Win



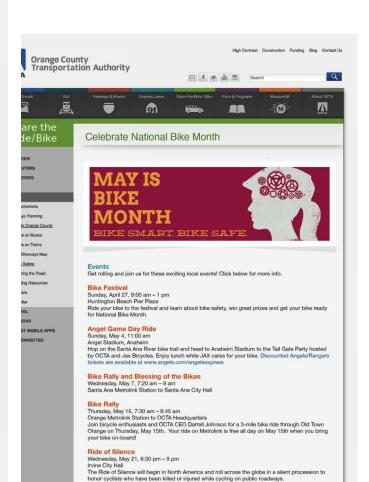
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Click here for information on bicycle safety tips for kids, adults, motorist and pedestrians.





Our goal is to encourage bicycle commuting and to connect Orange County residents with valuable resources.



Bike Safety Camp Saturday, May 24, 10: 00 am – 2:00 pm Pavilion Park, Irvine

Ditch your car and ride your bike to work one or more days this week for a healthy commute.

Bike to Work Week



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