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
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Time</th>
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<tbody>
<tr>
<td>4/14/2014</td>
<td>Bike Safety Workshop</td>
<td>Irvine City Hall</td>
<td>5pm - 7pm</td>
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<td>4/22/2014</td>
<td>OCTA Bikeshare Dedication</td>
<td>SOCO Parking Structure, Fullerton</td>
<td>9:30am</td>
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<tr>
<td>4/27/2014</td>
<td>Bike Festival</td>
<td>Pier Plaza, Huntington Beach</td>
<td>9am - 1pm</td>
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<tr>
<td>5/4/2014</td>
<td>Angel Game Day Ride</td>
<td>Angel Stadium Parking Lot</td>
<td>11am</td>
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<td>5/7/2014</td>
<td>Santa Ana Bike Rally and Blessing of the Bikes</td>
<td>Santa Ana Metrolink Station to Santa Ana City Hall</td>
<td>7:20am - 9am</td>
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<tr>
<td>5/15/2014</td>
<td>OCTA Bike Rally</td>
<td>Orange Metrolink Station to OCTA</td>
<td>7:30am - 8:45am</td>
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<td>5/21/2014</td>
<td>Ride of Silence</td>
<td>Irvine City Hall</td>
<td>6:30pm-9pm</td>
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<tr>
<td>5/24/2014</td>
<td>Bike Safety Camp</td>
<td>Pavilion Park, Irvine</td>
<td>10am-2pm</td>
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<td>TBD</td>
<td>5th District Bicycle Collaborative</td>
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<td>7/19/2014</td>
<td>Beach Babe Classic Bike Ride</td>
<td>Huntington Beach</td>
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<tr>
<td>Fall</td>
<td>Cayote Creek Bike Trail Opening</td>
<td>TBD</td>
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</tbody>
</table>
BIKE SMART. BIKE SAFE.

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

ocstreetsmarts.com

DID YOU KNOW?

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 vehicle 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, dusk, and dark.
BIKE SMART. BIKE SAFE.

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DID YOU KNOW?

All bicyclists should wear properly fitted bicycle helmets every time they ride.

The age group 15 and younger accounted for 49% of all pedestrian killed in traffic crashes in 2011.

A helmet is the single most effective way to prevent head injury resulting from bicycle crashes.
BE ALERT. BE SAFE.

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BE ALERT.  BE SAFE.

Test your street smarts around pedestrians and win prizes today!

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BE ALERT. BE SAFE.

Test your street smarts around cyclists and win prizes today!

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DID YOU KNOW?
The Three Feet for Safety Act goes into effect September 2014. Drivers must allow at least three feet of 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.
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.

Working to make OC more bike friendly

OCTA works with city, county, and state agencies to build bike lanes, trails and more. See our Bike Plan to learn more. You can also sign up for BikeShare, OCTA’s bike-sharing program.
Bike Safety

Bike Smart, Bike Safe.

Bike Safety for Children and Young Adults

Riding your bike is a great way to have fun and get around. You sure don’t want to be the one in every year, thousands of kids wind up in the emergency room with injuries. Follow these tips and know the rules. Keep yourself safe to keep riding!

Safety Rules & Tips

- Wear a helmet. Every time you ride.
- In California, kids under 18 must wear a helmet. That’s because they have fragile and can be damaged easily. Learn about helmets and how to wear them properly.
- Take care of your bike.
- And it will help take care of you. Check your brakes, tires and for any loose parts on your bike. You will respond properly so you can avoid danger.
- Help others see you.
- That means bright clothing or lights and reflector:
- California law specifies the types of lights and reflectors required for bicycles.
- Avoid riding at dusk or at night.
- Daytime riding is much safer. It’s harder for cars to see you at dawn for you to see, too.
- No headphones. No cell phones.
- Be alert and focus while riding, not on your favorite tune or a line you’re dialing into.
- You’ll be able to see and hear warnings that will increase your safety.
- Don’t carry passengers on your bike.
- Be street safe.
- If you’re allowed to ride in the street, treat cars and trucks like you do on the sidewalk. You’re a pedestrian too, always riding in the same direction as the cars are going. It crosses intersections. And be careful passing parked cars too so you don’t get hit by a car door.

Protect Your Head with a Helmet

Can you guess which sport sends most kids between ages 5 and 14 to the emergency room? If you guessed biking, you’d be right. According to the National Highway Traffic Safety Administration (NHTSA), more children in that age group wind up in the hospital for bicycle-related injuries than with any other sport, many of them with head injuries. Don’t be one of them!

Wear A Helmet! It’s the Law

Wear a helmet every time you ride. That’s the law in California if you’re under 18. Your helmet is your most important piece of safety equipment. Even if you’re an awesome bike rider, accidents can happen. Be prepared and be safe.

Get A Good Fit

Helmets are so important that the U.S. government has created safety standards for them. Use a helmet that meets the standards of the American National Standards Institute (ANSI) or the SNELL Standards for Protective Headgear. Make sure your helmet fits well and never wear a hat underneath. Keep the helmet level and covering your forehead and keep those chin straps fastened. This is important stuff, so ask your parents or someone from the bike shop for help.

Here are some tips for fitting your helmet:

1. Get the correct size.
   Your helmet size is based on the size of your head, not your age. Get someone to help you measure your head just above your eyebrows. Your helmet should cover your forehead. Don’t push it back – move it down so it’s no more than an inch above your eyebrows.

2. Adjust the pads.
   Adjust the foam pads inside the helmet for a snug fit.

3. Adjust the straps.
   Your ear straps should form a “V” just below each ear.

4. Test the fit.
   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.
Bike Safety

Bike Safety for Adults

Ready to put pedal to the metal and head out on your bike? Before you do, take a look at the following safety rules and tips. Even experienced riders will find useful information to help ensure safe and enjoyable cycling throughout Orange County.

Safety rules and tips

- **Know the law.** Cyclists have a legal right to share the road. That privilege comes with responsibilities. Understand the laws governing traffic safety, safe riding procedures, bike equipment, and more.

- **Wear a helmet.** Head injuries are the most serious type of injury and the most common cause of death for bicyclists. Bicycle helmets have been proven to reduce the risk of head and brain injury when a crash occurs by as much as 50 to 88 percent, according to the National Highway Traffic Safety Administration. So even though helmets are required only for bike riders 16 and under, it's clear that wearing one offers protection. Find more about helmets and how to properly fit yours here.

- **Learn hand signals.** Hand signals communicate changes in direction and speed and help others adjust their movements in relationship to yours. California law requires cyclists to use them when turning left or right or when stopping or slowing. Learn them here.

- **Be visible.** Wear bright colors. Equip your bike with a headlight and reflector. There are about 11,000 bicycle collisions a year in California that result in injuries or fatalities, many due to a lack of visibility, according to AAA.

- **Pay attention.** Don’t ride distracted. Keep the music and phone for another time. And don’t ride your bike if you’re under the influence. Alcohol is a contributing factor in 41 out of 4 crashes involving bicycle-related fatalities.

- **Ride with traffic.** Ride with traffic on the right side of the road. It’s the best way to share the road with motorists. If you’re traveling slower than the speed of traffic, California law requires you to use a bike lane if one is available.

- **Take a bike class.** Improve your skills and safety awareness with a local bike class. It’s a great way to be a safer rider.
Lorem Ipsum Dolor Sit Amet

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

MONDAY
4/14

Register
U.S. joins lawsuit against firm that vetted Snowden

WASHINGTON - The U.S. Justice Department said on Wednesday it joined a lawsuit filed by a whistleblower against United States Investigations Services, the firm that vetted Edward Snowden who leaked documents about U.S. spying efforts.

A year after Sandy, many still rebuilding damaged homes

NEW YORK/SEASIDE PARK, New Jersey - Victims of Superstorm Sandy returned the waterfront where their neighbors and loved ones were killed a year ago Tuesday, honoring the dead while many are still struggling to rebuild their damaged homes.

Exclusive: Leak of combustible fluid seen as culprit in Citgo refinery fire
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AND PLEDGE TO BIKE TODAY
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 Her Park Huntington Beach 9:00 am - 1:00 pm

ANGEL GAME DAY RIDE MAY 11 Angel Stadium Anaheim 11:00 am

BIKE RALLY & BLESSING OF THE BIKES MAY 14 Santa Ana Metrolink Station to Santa Ana City Hall 7:00 am - 9:00 am

BIKE RALLY MAY 18 Orange Metrolink Station to OCTA Free Metrolink ride with bike 7:30 am - 8:00 am

RIDE OF SILENCE MAY 21 Irvine City Hall 6:30 pm - 9:00 pm

BIKE SAFETY CAMP MAY 24 Meadow Park, Irvine 10:00 am - 2:00 pm
MAY IS BIKE MONTH
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APRIL 27
Har Plaza
Huntington Beach
9:00 am - 10:00 pm

ANGEL GAME DAY RIDE
MAY 4
Angel Stadium
Anaheim
11:00 am

BIKE RALLY & BLESSING OF THE BIKES
MAY 7
Santa Ana Metrolink Station to Santa Ana City Hall
7:00 am - 9:00 am

BIKE RALLY
MAY 13
Orange Metrolink Station to OCTA Bike 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
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10:00 am - 2:00 pm
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MAY 18
Orange Metrolink Station to OCTA
Fire Metrolink ride with bike
7:30 am - 8:45 am

RIDE OF SILENCE
MAY 27
Irvine City Hall
6:30 pm - 9:00 pm

BIKE SAFETY CAMP
MAY 24
Balboa Park, Irvine
10:00 am - 2:00 pm
BIKE SAFETY
BIKE SMART.
BIKE SAFE.

Bike smart. Bike safe.

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Celebrate National Bike Month

MAY IS BIKE MONTH
BIKE SMART BIKE SAFE

QUIZ YOUR BIKE SAFETY SMARTS AND PLEDGE TO BIKE TODAY

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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.

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

Bike Festival
Saturday, 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, 7:30 am – 9 am
Santa Ana Metrolink Station to Santa Ana City Hall

Bike Rallies
Thursday, May 15, 7:30 am – 9:45 am
Orange Metrolink Station to OCTA Headquarters

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

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

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8:13am EDT

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U.S. Health Secretary apologizes for healthcare website debacle

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