Bicycle Marketing Updates
Bike Newsletter

• Project Spotlight
• Grant Announcements
• Innovative Programs
• Advocacy News
National Bike Month 2013

• Bike Festival
  April 28th, 2013
  Huntington Beach Pier Plaza

• OCTA Bike Rally
  May 16th, 2013
  Orange Metrolink → OCTA HQ

• Interactive Contests
  Month long campaign
Interactive Contests

- **Pledge Campaign**
  - Employers
  - Message/Info focused

- **Instagram Contest**
  - Social Media Campaign
  - Visual
  - Action oriented
iRide Video

• First person view of transportation options.
• Highlight the benefits, strengths and opportunities with bike riding
• Will promote intermodal use with the bus or train.
Bike/Ped Webinars at OCTA

- Jan 16  Best Practices in Pedestrian Wayfinding
- Feb 20  Driving Deaths Down: Proven Countermeasures that Work
- Mar 20  Dynamics of Effective Advisory Committees
- Apr 17  Economic Benefits of Walkable and Bike Friendly Communities
- May 15  Bike Signals
- Jun 19  What's in There for Me: Mining National Data for Information on Walking and Bicycling
- Jul 17  From Paint to Preform: Getting the Most from Pavement Markings
- Aug 21  Getting Better Data for Better Decisions: Improving Performance Measures and Outcomes
- Sep 18  Integrating Spatial Data to Develop Community Priorities
- Oct 16  Using Photo-enforcement to Improve Pedestrian Safety
- Nov 20  Is There Safety in Numbers for Cyclists and Pedestrians?
- Dec 18  Integrating Equity into Bicycle and Pedestrian Planning