MAY IS BIKE MONTH
Purpose

• The primary purpose of this program is to encourage OC public to try riding a bicycle, as an alternative mode of transportation and convert these trial users into repeat users.
Target Audience

• Employee’s/commuters
• College students
• OC Residents
• OC Bike list
• Potential Bicyclists

(esri logo)
Goals

• Increase awareness for bicycling in Orange County
• Increase bicycle commuting in Orange County
• Educate public and enhance awareness with bike safety information
• Increase contest engagement by 10%
• Increase video views by 10%
Strategies & Tactics

• Create awareness and enhance perceptions of bike and combination use with bus and Metrolink transportation.

• Educate Orange County residents and the general public on health benefits and safety information

• Position bike and combination Bus/Metrolink use as an easy, economical, and stress-reducing option to driving alone.

• Leverage partnerships between employers to run a B2B contest

• Leverage partnerships with universities to assist in promoting the bike month campaign and events

• Engage public with the campaign through B2C contest partnering with Strava
Contest & Engagement

• Past metrics: Pledge count
• Strava – Club
  • Allows us to actually track ridership
OCTA Bike Festival at Dana Point Grand Prix

Dana Point, CA
Sunday, April 30th
OCTA Bike Rally

• Tentative: Thursday, May 16th
Other Bike Month Events

- April 17: ETC Marketing Training
- April 18 – 19: GWC Earth Week Fair
- April 20: CSUF Earth Week Fair
- April 21: Imaginology
- April 25 & 26: Whimcycle - UCI
- May 10: Bike to School Day
- May 15-19: Bike to Work Week
  - Free rides on Metrolink if you bring your bike
- May 17: Ride of Silence
- May 18: Ride with Caltrans
Campaign Elements

- Posters
  - Employers
  - Universities
- Campaign/Event Flyers
  - Employers
  - Universities
- Bus interior cards
  - 550 buses
- Landing page
  - Event and campaign information
  - Contest details and promotion
- Email Blasts
  - Over 2,500 current contacts
- Social and search advertising
- Blogs
  - Event details
  - Campaign & contest information
- Contest – Strava Club
Concepts