Bike Month 2018
Situation Analysis

- Pledging = main data source
- Strava last year was innovative and exciting but confusing for audience
- Focusing on the commute – need a more inclusive message for commuters with longer distances
Background

• Focusing on the Smart Commute

• Bike is a great commute mode on its own AND when paired with other modes.

• The formula for a smarter commute.
Contest & Drawing Details

• **STEP ONE** pledge to ride during bike month to be entered into the drawing.

• **STEP TWO** earn more entries. The more you do the more chances to win!
  - Strava Club – Join the club each ride tracked is 1 entry
  - Bike Rally Participation – 5 entries
  - Share on Facebook – 1 entry
  - Share on Twitter – 1 entry
  - Email to a friend – 1 entry
  - Use your Jax Bicycle coupon – 1 entry
  - Use your Performance Cycle coupon – 1 entry
Goals & Objectives

• Increase number of pledges by 10% (+105, goal: 1,152)
• Increase number of Strava rides by 10% (+62, goal: 688 rides)
• Increase number of Strava club members by 10% (+6, goal: 67)
• Increase number of miles ridden by 10% (+1,170, goal: 12,874.3)
• Increase awareness for bicycling in Orange County
• Increase bicycle commuting in Orange County
• Instant Prizes:
  • Coupon for Jax Bicycle Shop
  • Coupon for Performance Cycle
    • Laguna Hills, Tustin, Fountain Valley
Prizes

• Grand Prizes:
  • Trek FX 2 Bike
  • Morpher folding helmet
  • $100 Gift Card
  • Movie Tickets
  • 30-Day Bus Pass
  • 30-Day Metrolink Pass
  • Waze Carpool Prize Pack
Events

- Santiago Canyon College Sustainability Fair – April 19th: 9 AM – 12 PM
- CSUF Earth Week Transportation & Bike Festival – April 19th: 10 AM – 2 PM
- Dana Point Grand Prix – April 29
- Whimcycle – May 1st & 2nd: 10 AM – 2 PM
- Bike to Work Week – May 14th – 18th
- Ride with Caltrans – May 15th: 7:30 – 10:30 AM
- Ride of Silence – May 16th: 6 PM – 7:30 PM
- OCTA Bike Rally – May 17th: 7:30 – 9:00 AM
- Bike to Work Day – May 18th
OCTA Bike Rally Employer Teams

• Encourage employers to get a bike team together to participate in the OCTA Bike Rally!

• Entered into our Employer Team Competition
  • Team with most team members gets a $200 gift card