Bicycle/Pedestrian Safety
Bike Month 2016

Bicycle and Pedestrian Subcommittee Meeting
March 15, 2016
Marlon Perry
Brake the Cycle

- Reduce the “cycle of blame”
  - Collect data from OC law enforcement officers
  - Use data to develop brochure messaging
- Promotions:
  - Video, social media, email, web, radio, partnerships and outreach events
Brake the Cycle

• Data Collection/Survey
  • Surveyed over 100 law enforcement officers in OC
Brake the Cycle

• **Pledge**
  • Goal is to collect over 1,000 pledges
  • The pledge will provide us with an angle for further media coverage/earned media

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**Safety Pledge: Brake the Cycle**

By making this pledge to brake the cycle, you’re joining others in Orange County who are working to keep our roadways and communities a safe place to commute.

**As a motorist, bicyclist, and/or pedestrian, I pledge to:**

- [ ] Pay attention to my surroundings, abide by the posted road signs and follow the speed limits.

**Zip Code**

**Gender**

- [ ] Female
- [ ] Male

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Submit Pledge
Brake the Cycle

• Campaign Creative

Do your part to #BrakeTheCycle for Safer Streets

![Image of campaign creative]

Be Alert
Always pay attention to your surroundings

Avoid Distractions
Avoid using your phone while driving, biking, or walking

Mind the Signs
Obey red lights, stop signs and all posted signs

Ride with Traffic
Ride in a bike lane with the flow of traffic

Use Crosswalks
Cross intersections and roadways safely

Obey Speed Limits
Drive the speed limit safely

As more people drive, bike and walk on our roadways, sidewalks and bike paths, it’s important that everyone take responsibility to make and keep our roads safe.

It’s your turn to “Brake the Cycle” of blame between motorists, bicyclists and pedestrians. We share the streets and we need to keep them safe for everyone. Respect is a two-way street!

More than 2,500 collisions were reported last year in Orange County. Between motorists and bicyclists or pedestrians. A recent survey of more than 100 Orange County police officers revealed that several dangerous behaviors occur too often and put us all at risk. Speeding, distracted driving, jaywalking and riding on the wrong side of the road are all examples of behaviors we can put an end to.

Learn more about the dangerous behaviors to avoid and how you can help keep our streets safer. Join us to brake the cycle for safer streets in Orange County and make the pledge below!

Take the pledge for safer Orange County streets.

Motorists
- Speeding: 80% of OC officers report speeding as the most dangerous driving behavior
- Distractions: 85% of OC officers say that distractions, like cell phones, are the most dangerous behavior on the roads

Bicyclists
- Riding Against Traffic: Majority of officers report collisions due to bicyclists riding on the wrong side of the road

Pedestrians
- Jaywalking: 1 in 3 officers agree crossing the roadway in the middle of the street is the worst behavior for a pedestrian

DID YOU KNOW?

Safety Pledge

Dangerous Behaviors to Avoid

Safety Resources
Bike Month 2016

- Bike Month 2016
  - Theme/creative
  - Events
  - Promotions/media strategy
Bike Month 2016

• Bike Month 2016: Let’s Roll
  • Theme/creative
Bike Month 2016

• Events
  • Bike Festival in Huntington Beach – Sunday, April 24 from 9am – 1pm
  • OCTA Bike Rally – Date TBD
  • Blessing of the Bikes – Date TBD
  • Bike to Work Week – May 16 – 20
  • Ride of Silence – May 18
  • Westminster: Experience Hoover Street – May 21
Bike Month 2016

• Promotions/Media
  • Print materials – posters/flyers
  • Ads – print, social, radio, Pandora, other
• Email
• Social media
• Partnerships