Bike Month Recap

Videos

Events

Pledges
Events

OCTA Bike Festival

Bicycle Commuter Festival

OCTA Bike Rally

Blessing of the Bikes

Ride of Silence

Explore Jeffrey Open Space Trail
Events

www.jaxbicycles.com
Pledges

769 pledges

78,818 miles pledged
Pedestrian Quiz Analytics

320 completed quizzes

1,900 page views from FB ads
Next Bicycle Safety Campaign – ‘Wrong Way Riding’

Humorous + memorable video campaign

Partner with PDs to drive reach

English + Spanish language

Partnered with YouTube viral video specialist
Other

- Spanish bikeways guides
- Kids helmet giveaways
- “Visibility” campaign for fall
- Bicycle safety courses
- Questions and comments