

Marketing Update

CAC Bike / Pedestrian
Subcommittee Update –
3/16/2021

The logo for OC ACTIVE, featuring a stylized leaf icon above the letters 'OC' and the word 'ACTIVE' in a bold, sans-serif font.



BIKE MONTH 2021 BACKGROUND

- **Bike to Work Week 2020** – took place in September due to pandemic
- **Bike Month 2021** - will take place in May as is standard
- **31- Day Challenge** - will encourage residents to bike every day of the month
- **Bike to Work Week** - secondary focus due to pandemic still being ongoing
- **Campaign Logo / Poster** - in development
- **Potential themes:**
 - Bike Everywhere Month
 - Bike Month: A 31-Day Challenge



GOALS & OBJECTIVES

- Increase bicycle commuting in Orange County
- Further awareness of bicycle safety best practices
- Grow Strava club participation by 10%
- Receive 10% more participation pledges
- Increase social media reach by 5%
- Strengthen relationships with Employee Transportation Coordinators who promote program to employees



BIKE MONTH 2021

- **Prizes**
 - Grand Prize: Bike
 - Runner-Up Prize: Bike accessory such as bike rack
- **Entries:**
 - More entries for participating more days
 - Additional entries for sharing on Strava/social media
- **Sponsors:** Jax Bicycle Center and Spectrumotion



TACTICS

- **Online Pledge Form**
 - Used to track participation
- **Digital Marketing Channels**
 - Social Media
 - Email
 - Website
 - Strava bike club
- **Bus Ads**
 - Interior
 - Exterior



Pledge & Win

Pledge to bike to work at least once during Bike to Work (9/21-9/27) and be entered to win! You will receive one entry for every day you participate to increase your odds. Alternate challenges are available if you are not commuting to your worksite that day so everyone can participate all 7 days if they chose!

Prizes: Trek 2 Bike (\$629.99 value) & Saris Bones 2-Bike Bike Rack (\$159.99 value)*

*Similar prize will be awarded if product is unavailable

PLEDGE NOW

OC ACTIVE WEBSITE

- Redesigned OC Active homepage to optimize user experience
- Further edits ongoing

