LET'S BIKE

CELEBRATE NATIONAL BIKE MONTH
Let’s Bike

CELEBRATE NATIONAL BIKE MONTH

• According to the League of American Bicyclists, 40% of total trips are under 2 miles.

• 2010 Census American Community Survey- Commuting to work makes up less than 20% of all trips.
National Bike Month

- National Bike Month
- Demographics
- Strategies
Goals

• Increase Bike Month pledges by 10%
• Increase first time participation for Bike to Work promotions
Goals Continued

• Provide education for biking and sharing the road.

• Increase the number of employers rallies during Bike to Work Week

• Increase partnerships with cities, employers, and sponsors
OCTA Bike Festival

Kick off Bike Month by riding to the festival!

What's a bike festival?
- Bicycle safety and inspections
- Demonstrations
- Product information
- Raffles prizes

Sunday, April 29
9:00am – 1:00pm
Huntington Beach
Pier Plaza
Join us on a ride to the Angels Game!

How do I register?
• [www.octa.net/bike](http://www.octa.net/bike)
• Buy a discounted Angels ticket
• Ride to the game
• Drop your bike at the valet station
• Get free lunch
• Watch the game

Sunday, May 6
10:00 a.m. – 4:00 p.m.
Angels Stadium
OCTA Bike Rally

Join the OCTA Bike Rally!

Ride from the Orange Metrolink station to OCTA Headquarters.

Thursday, May 10
7:30 a.m. – 9:00 a.m.
OCTA Headquarters
Bike to Work Week

Why bike to work?
• Win great prizes!
• Save $ on gas!
• Get a workout!
• Feel great
• Pledge online - www.octa.net/bike

Bike to Work Week
May 14-18, 2012
Why pledge?
• Receive a $25 coupon
• Win great prizes
  • Bikes
  • Oakley gear
  • Gift cards
  • Bike to Work Tech shirts
• Other cool prizes
Marketing Materials

- Year-round poster
- Continue to promote ridesharing
- Take as many as you need!
CELEBRATE NATIONAL BIKE MONTH

JOIN US AT THESE FREE EVENTS

OCTA BIKE FESTIVAL
SUNDAY, APRIL 29
9:00a.m.-1:00p.m.
Huntington Beach Pier Plaza
Ride your bike to the festival and spend a day of fun in the sun. Learn about bike safety, receive a free inspection, win great prizes and get your bike ready for national bike month.

GAME DAY BIKE RIDE
SUNDAY, MAY 6
10:00a.m.-4:00p.m.
Join OCTA for a pre-game tailgate party sponsored by JAX Bicycle Center. Leave your car at home and ride your bike to the Angels Game. Get a discount game ticket, a sponsored lunch, and use our bike valet service. Register online at octa.net/bike. Space is limited!

OCTA BIKE RALLY
THURSDAY, MAY 10
7:30a.m.-9:00a.m.
Orange Metrolink Station to OCTA Headquarters
Show your support! Join countywide bicycle enthusiasts and CEO Will Kempton for a 3 mile bike ride to celebrate cycling and national bike month. Grab your helmet and let’s ride.

BIKE TO WORK WEEK
MAY 14-18
Ditch your car and ride your bike to work one or more days this week for a healthy commute. Add exercise to your workday instead of stress! The more you ride, the better you feel. There is no better time to start than now.

www.octa.net/bike

CELEBRATE NATIONAL BIKE MONTH

BIKE TO WORK, TO SCHOOL, TO SHOP, TO PLAY

LET’S BIKE

When you pledge online you’ll receive a $25 discount coupon and a chance to win great prizes.

www.octa.net/bike

Thank you to our Sponsors.
Marketing Materials

Celebrate National Bike Month

Let's Bike

Pledge to ride, get a $25 discount coupon and you could win prizes!

Pledge Today!

Celebrate National Bike Month

$25 off

Any purchase of $50 or more at Jax Bicycle Center. Coupon must be presented at time of purchase. Not valid with any other offers, promotions, coupons or discounts. Coupon expires May 31, 2011. Not valid on prior purchases. Discount applies to a single purchase over $50.

Find us on Facebook and become a fan.
What can I do?
Social Media

Check out the OCTA pages:
• www.facebook.com/octasharetheride
• www.twitter.com/octasharetheride
Outreach Efforts

• **Grassroots**
  • Events, employers, schools and advocates

• **CEO Challenge**
  • Will Kempton challenges cities and employers to bike competition

• **Online & Print**
  • National Bike Month pledge page, safety information, bike maps, and bus fleet advertising

• **Social Media**
  • OCTA Facebook, Twitter and Youtube
• Bike Festival: April 29th
• Game Day Bike Ride: May 6th
• OCTA Bike Rally: May 10th
• Bike to Work Week: May 14th-18th
• Campaign Launch Date: March 29th
• Last Date of Pledge: May 31st
• Winners Announced: June 8th
Thank you!
Let's BIKE!!