

Bike Month 2019 Results

Bike Month Goals

- ❑ Increase bicycle commuting in Orange County
- ❑ Educate Orange County residents on the benefits of bicycle commuting
- ❑ Position bicycling as a viable last-mile connection
- ❑ Increase awareness of bicycle safety best practices

Tactics

- ❑ Online Pledging & Rally RSVP
- ❑ Facebook, Instagram & Google Display ads
- ❑ Employer communications
- ❑ E-Blasts
- ❑ Bike Rally Facebook Event

Bike Month

MAY 2019

Pledge **AND** WIN A BIKE!
octa.net/bikemonth

PLEDGE FOR A CHANCE TO WIN!

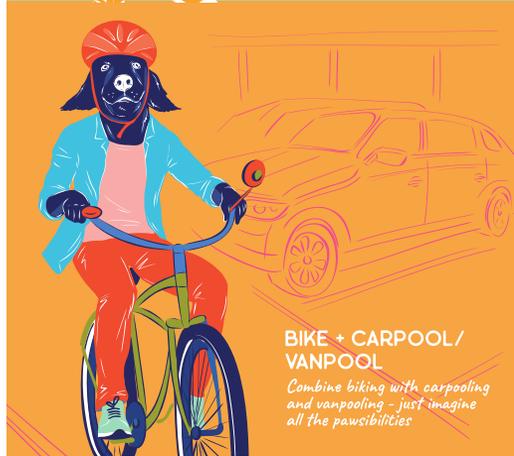
Biking can be a healthy and safe alternative to driving to work, plus you can pair biking with other commute modes for longer trips. Pledge to bike to work at least once during May and you'll be entered for a chance to win a new bike!*



BIKE + OC BUS
Finding parking is irrelephant now



BIKE
Have a commute that's faster than a cheetah



**BIKE + CARPOOL/
 VANPOOL**
Combine biking with carpooling and vanpooling - just imagine all the possibilities



BIKE + METROLINK
Don't put all your eggs in one basket - share your commute



By pledging, you will be entered for a chance to win a Trek FX 2, estimated value \$539.99. No purchase necessary. For official rules, visit octa.net/bikemonth



Pledge AND WIN A BIKE!

Bike Month MAY 2018



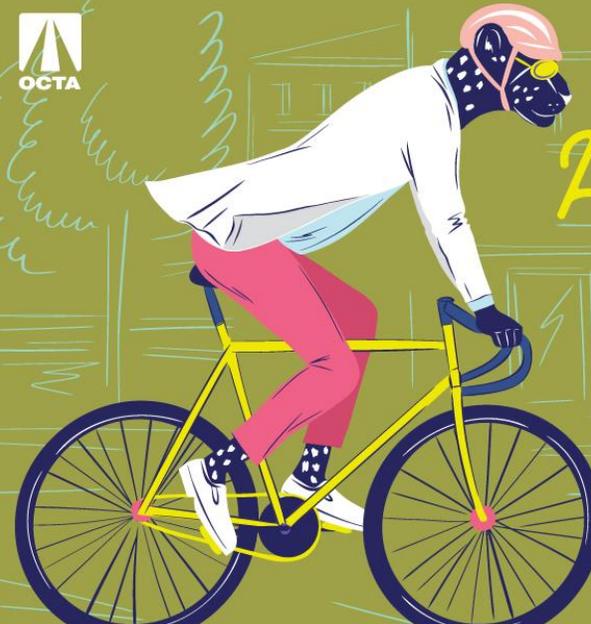
Pledge AND WIN A BIKE!

Bike Month MAY 2018



Pledge AND WIN A BIKE!

Bike Month MAY 2018



Pledge AND WIN A BIKE!

Bike Month MAY 2018



Bike Rally

MAY 2019

THURSDAY, MAY 16
7:30am-9:00am

Bike Rally Results

- ? Kaiser Permanente Sponsored
- ? Rescheduled due to weather
- ? Over 30 attendees
- ? Over 450 people interested on Facebook



Bike Month Results



1,061

Pledges



78,737 Miles

Pledged to Ride



Average

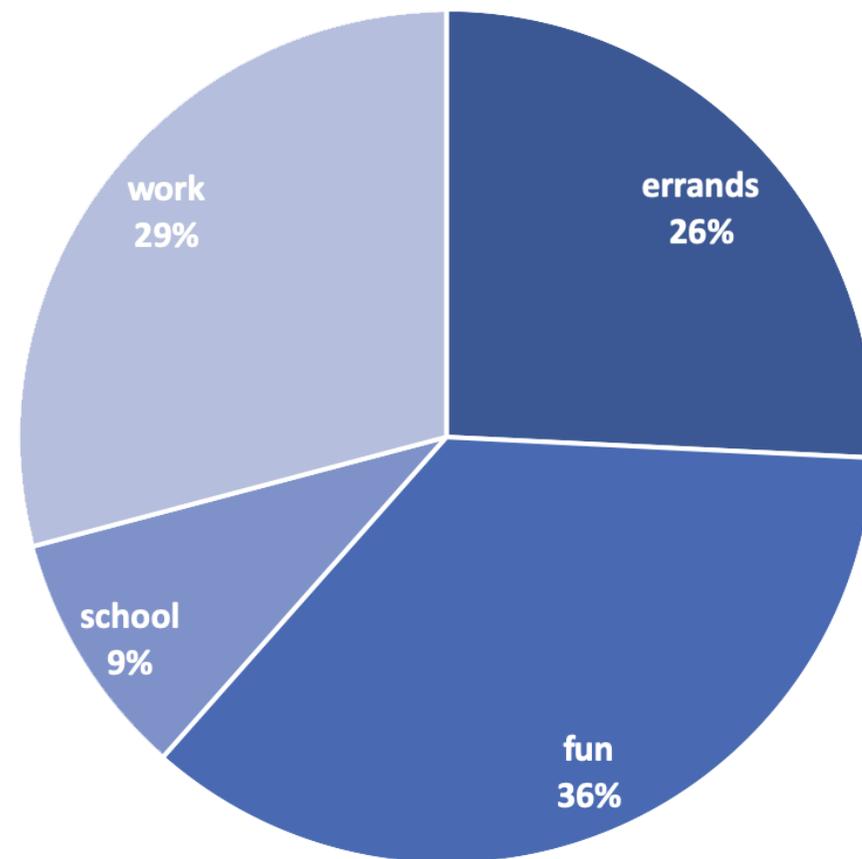
Participant

Pledged to Ride

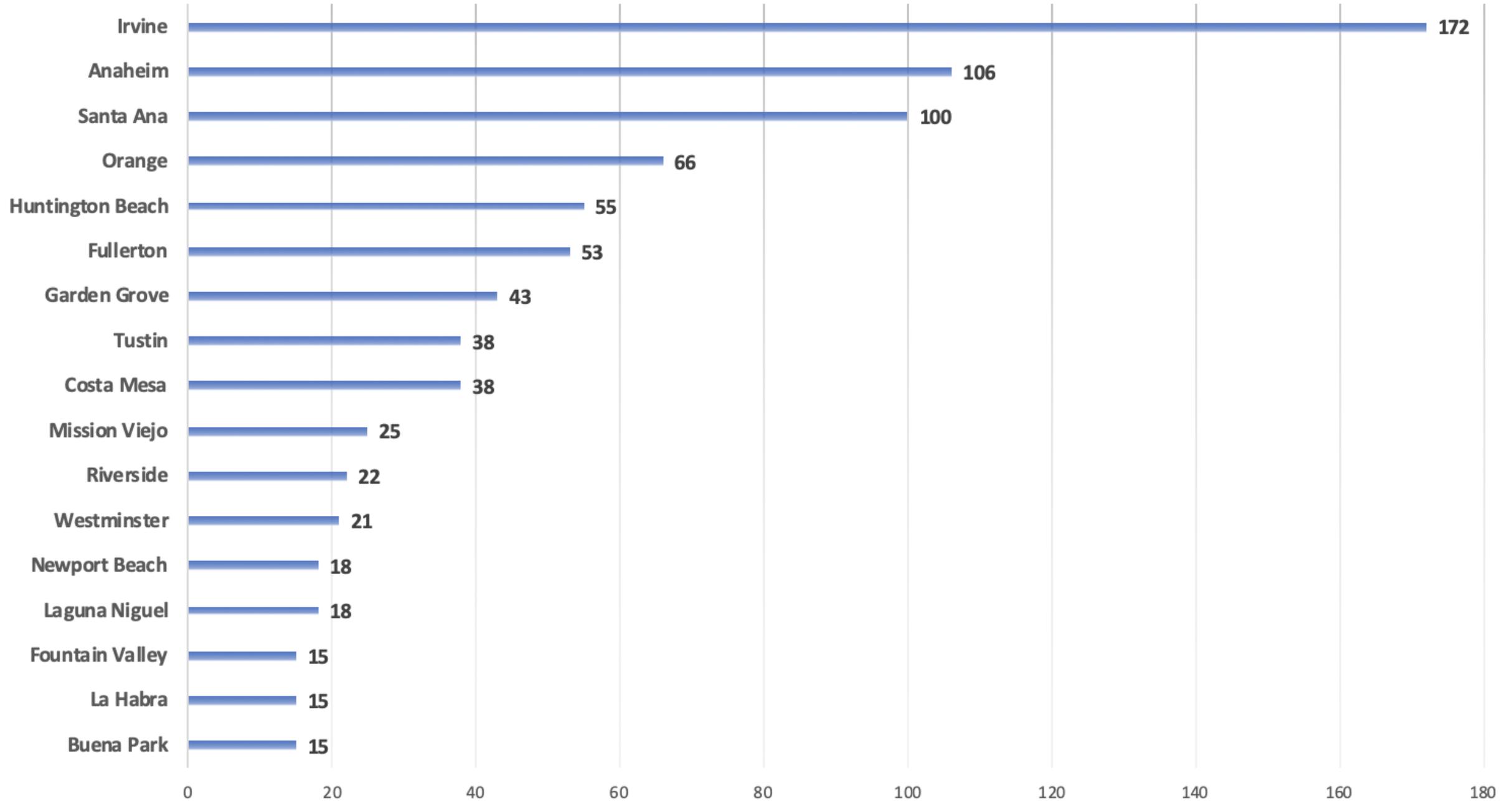
38 Miles

Further Data

**Where do you
pledge to ride?**



BIKE MONTH PLEDGES BY CITY OF RESIDENCE



Questions?