

# Bicycle Program Outreach Update



# Goals

- Educate and promote bike safety
- Support bikeways planning
- Raise awareness of the OC Loop



# Bike Safety Campaign Recap



12,200 online video views



9,254 website page views



1,300 bike safety pledges

BeBikeSmart.com



# Current Bike Safety Awareness Program

- \$250,000 Board-approved budget
  - Local cable TV
  - Drive-time radio
  - Bus ads
  - Online marketing
  - Grassroots efforts/outreach
- Partnerships and public engagement
- Targeted message campaigns
  - *3 Feet for Safety Act*





# 3 FT FOR SAFETY ACT

Beginning **September 16, 2014**, drivers must give bicyclists at least 3 feet clearance when passing in the same direction.

The new law is designed to reduce car-bicycle crashes by reminding drivers to give bicyclists more safe space when passing.



Hundreds of bicyclists are killed and many more are injured nationwide each year. But many of these injuries and deaths are preventable. Follow the new 3-foot passing law and the safety tips when driving a car or riding a bike.

### SAFETY TIPS FOR MOTORISTS

- Slow down near bicyclists
- Pay attention and avoid driving distractions
- Look for bicyclists before opening your car door
- Be aware of oncoming bicyclists when making a left turn
- Check your blind spot for bicyclists before turning right

### SAFETY TIPS FOR BICYCLISTS

- Ride with the flow of traffic, not against it
- Ride with a white front light at night
- Be visible. Don't hug the curb and ride in a straight line.
- Stop at red lights and stop signs
- Ride 3-5 feet to the left of parked cars to avoid opening doors
- Be predictable and use hand signals



# Drive-Time Radio Ads Demo





# Help us plan a more bike friendly community

To get involved, sign up at: [www.octa.net/bikeways](http://www.octa.net/bikeways)

OCTA Bikeways Collaborative  
Supervisorial District 5

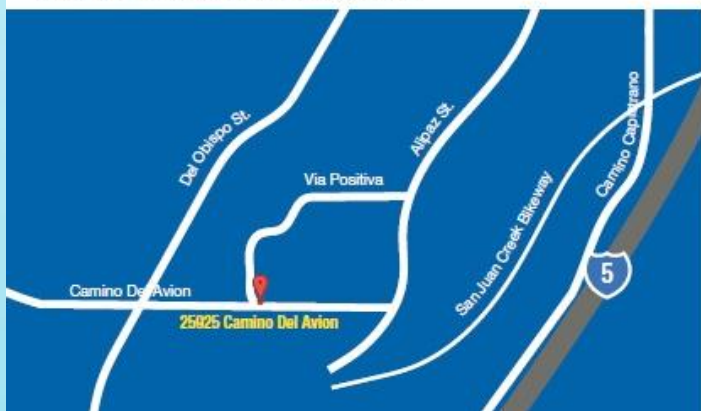
# Bikeways Roundtable #2

September 17, 5:30-7:30PM  
San Juan Capistrano Community Center  
25925 Camino Del Avion, San Juan Capistrano, CA 92675

Please join the Orange County Transportation Authority, Orange County Council of Governments, Caltrans, County of Orange, and participating agencies\* for a follow up roundtable discussion about ongoing efforts to improve regional connectivity for bicycling in southern Orange County. Participants are invited to provide feedback on the proposed regional bikeways network and recommendations for subsequent Bikeways Studies. To keep up-to-date on this planning effort, please visit [www.octa.net/bikeways](http://www.octa.net/bikeways).

\*Participating agencies: Aliso Viejo, Dana Point, Irvine, Laguna Beach, Laguna Hills, Laguna Niguel, Laguna Woods, Lake Forest, Mission Viejo, Rancho Santa Margarita, San Clemente, San Juan Capistrano and the Transportation Corridor Agencies.

For more information, contact Nathan Wheadon:  
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**Transit:**  
Served by OCTA route 91

**Driving Directions:**  
**25925 Camino Del Avion**  
**San Juan Capistrano, CA 92675**

**Coming from the north:**  
Take I-5 South, exit at Ortega Highway/CA-74. Take 1st left onto Del Obispo St. Turn left onto Alipaz St. Turn right on Camino Del Avion.

**Coming from the south:**  
Take I-5 North. Take exit toward Beach Cities and merge onto CA-1 North. Continue of Del Obispo St. Turn right onto Camino Del Avion.





- [Project Video](#)
- [Project Map](#)
- [Where?](#)
- [Why?](#)
- [How?](#)
- [Project Contact](#)

## Connections and Destinations

The OC Loop provides direct access to the following Orange County communities:

1. Anaheim
2. Brea
3. Buena Park
4. Costa Mesa
5. Cypress
6. Fountain Valley
7. Fullerton
8. Huntington Beach
9. La Habra
10. La Palma
11. Los Alamitos
12. Newport Beach
13. Orange
14. Placentia
15. Santa Ana
16. Seal Beach
17. Yorba Linda





# Next Steps

- Launch the 3-Foot Law Bike Safety Campaign  
September 1
- District 5 Roundtable  
September 17  
San Juan Capistrano Community Center  
5:30-7:30 pm
- Coyote Creek Ribbon Cutting  
September 18
- OC Loop Bike Ride  
October 25

