

# BIKE & PEDESTRIAN SAFETY

September 07 –  
November 30

# PLAY IT SAFE



# BACKGROUND

- OCTA frequently promotes initiatives and programs to promote bike and pedestrian safety.
- Past Initiatives:
  - 3 feet Rule
  - Brake the Cycle
  - Bike Salmon
  - (b)right
  - + More



# GRANT

- \$50,000 Office of Traffic Safety Grant
  - 2 videos promoting bike and pedestrian safety.
- Goals:
  - Increase knowledge of safe bike and pedestrian commuting practices
  - Decrease injuries and deaths from bike and pedestrian related accidents



# GRANT

- Last year reviewed 2014 safety issues survey
- Sub-committee provided input on top safety issues.
- Focus:
  - Combat the lack of understanding of bicycle and pedestrian rights and laws.
  - Yielding to pedestrians.

# VIDEOS

PLAY IT SAFE FOR PEDESTRIANS!!



# VIDEOS

PLAY IT SAFE FOR CYCLISTS!!



# YOUTUBE RESULTS

VIDEO	DATE POSTED	VIEWS	LIKES	COMMENTS
Pedestrian	9/14/17	39,088	16	10
Cyclist	9/14/14	33,381	8	2

# YOUTUBE RESULTS



**James Baker** 1 week ago

Kudos for making a safety video that isn't lame.

REPLY 2

View reply



**Jeremy Boateng** 1 week ago (edited)

☐☐ Boi

Thatd be scary if games actually became simulations of real life by default

REPLY 1

View reply



**colton tweedale** 2 days ago

Add says drive safe at the end, game hes playing called drive fast 🤔🤔🤔

REPLY



**Shannon Russell** 4 days ago

This pedestrian appreciates bringing us all up to speed on the subject of pedestrian safety 🙏

REPLY



**theFallenAce** 6 days ago

This ad is really effective, great work

REPLY 1

View reply



**lauren silverman** 1 week ago

Hilarious back-seat driver, who also is incredibly accurate! "Definitely illegal, and also SUPER unsafe." Love it!

REPLY 2

View reply

# TIMELINE

- Soft launch: September 7 – October 8
- Official campaign: October 9 – November 30



# COMPONENTS

- **Flyer** Collect them all
- **Poster** Movie poster style
- **Game** Test skills and knowledge
- **Prize** Play the game & enter to win



PLAY  
IT  
*Safe*

