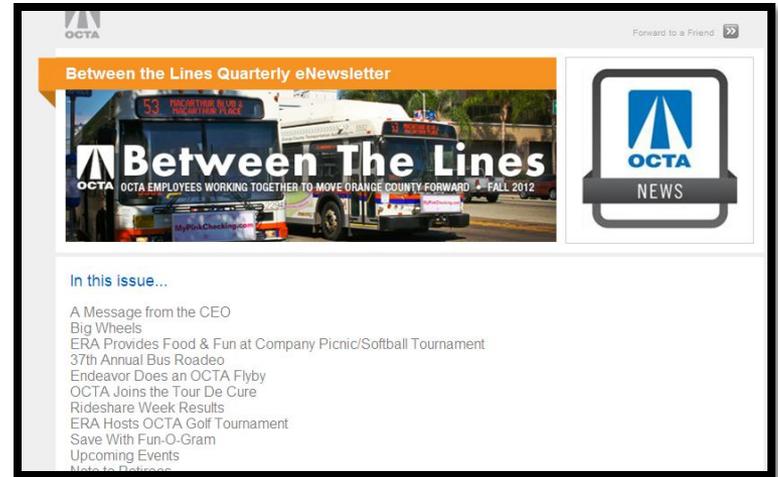




Bicycle Marketing Updates

Bike Newsletter

- Project Spotlight
- Grant Announcements
- Innovative Programs
- Advocacy News



National Bike Month 2013

- Bike Festival

April 28th, 2013

Huntington Beach Pier Plaza

- OCTA Bike Rally

May 16th, 2013

Orange Metrolink → OCTA HQ

- Interactive Contests

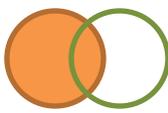
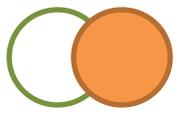
Month long campaign



Interactive Contests

- Pledge Campaign
 - Employers
 - Message/Info focused
- Instagram Contest
 - Social Media Campaign
 - Visual
 - Action oriented

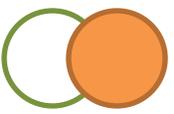




iRide Video

- First person view of transportation options.
- Highlight the benefits, strengths and opportunities with bike riding
- Will promote intermodal use with the bus or train.





Bike/Ped Webinars at OCTA

- Jan 16 Best Practices in Pedestrian Wayfinding
- Feb 20 Driving Deaths Down: Proven Countermeasures that Work
- Mar 20 Dynamics of Effective Advisory Committees
- Apr 17 Economic Benefits of Walkable and Bike Friendly Communities
- May 15 Bike Signals
- Jun 19 What's in There for Me: Mining National Data for Information on Walking and Bicycling
- Jul 17 From Paint to Preform: Getting the Most from Pavement Markings
- Aug 21 Getting Better Data for Better Decisions: Improving Performance Measures and Outcomes
- Sep 18 Integrating Spatial Data to Develop Community Priorities
- Oct 16 Using Photo-enforcement to Improve Pedestrian Safety
- Nov 20 Is There Safety in Numbers for Cyclists and Pedestrians?
- Dec 18 Integrating Equity into Bicycle and Pedestrian Planning