

Bicycle Program Outreach Update



Goals

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

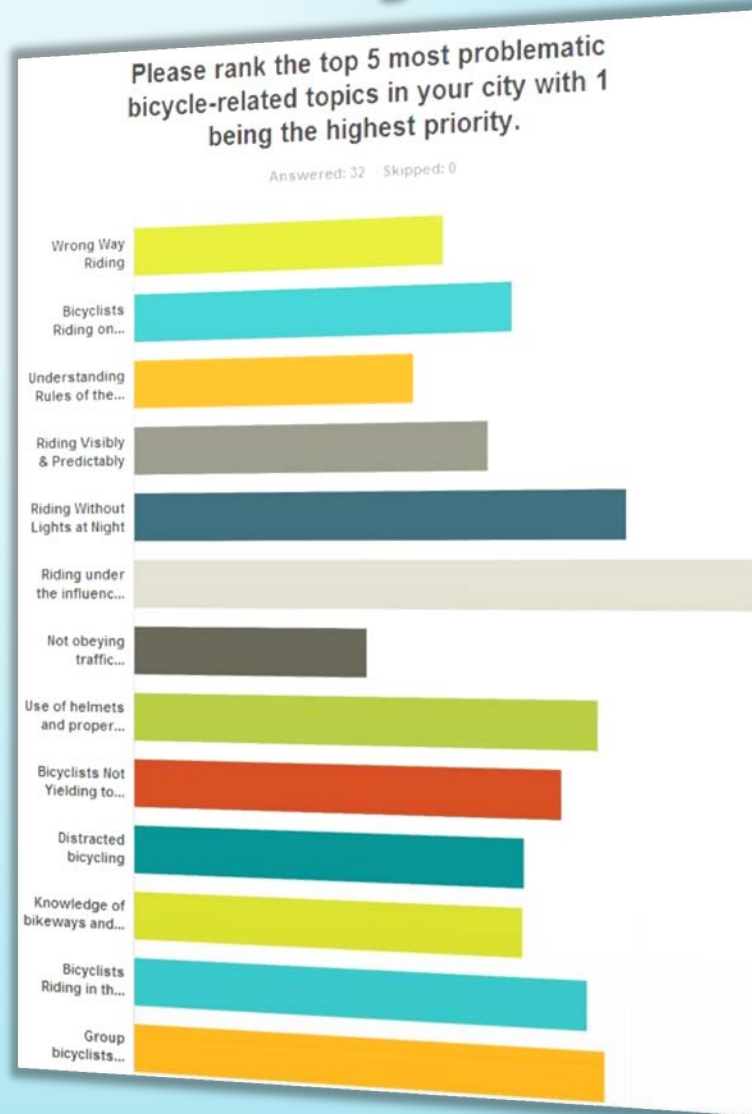
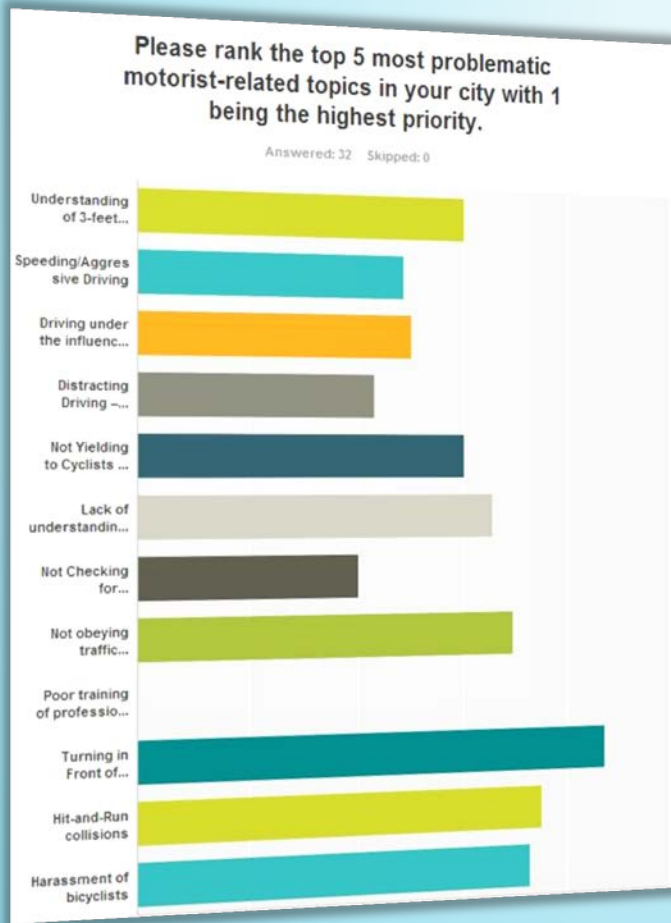


Current Bike Safety Awareness Program

- Board-approved budget for:
 - 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*



Safety Survey



I GIVE 3 FT

It's the law.

OCTA

AAA

I GIVE 3 FT

It's the law.

3 FT FOR SAFETY ACT

SAFETY TIPS FOR MOTORISTS

- Slow down near bicyclists
- Pay attention and avoid driving distractions
- Look for bicyclists before opening your car door

SAFETY TIPS FOR BICYCLISTS

- Ride with the flow of traffic, not against it
- Be visible. Don't hug the curb and ride in a straight line. Obey traffic laws.
- Be predictable and use hand signals

www.octa.net/bikesafe

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BIKE SMART, BIKE SAFE.

XXXX

I GIVE 3 FT

LNG

NO WELDING
NO SMOKING

Give bicyclists 3 feet of space.

It's the law.

I GIVE 3 FT

It's the law.

3 FT FOR SAFETY ACT

Beginning **September 16, 2014**, drivers must give bicyclists of 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.

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PRACTICE SAFETY WHILE ON THE ROAD

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

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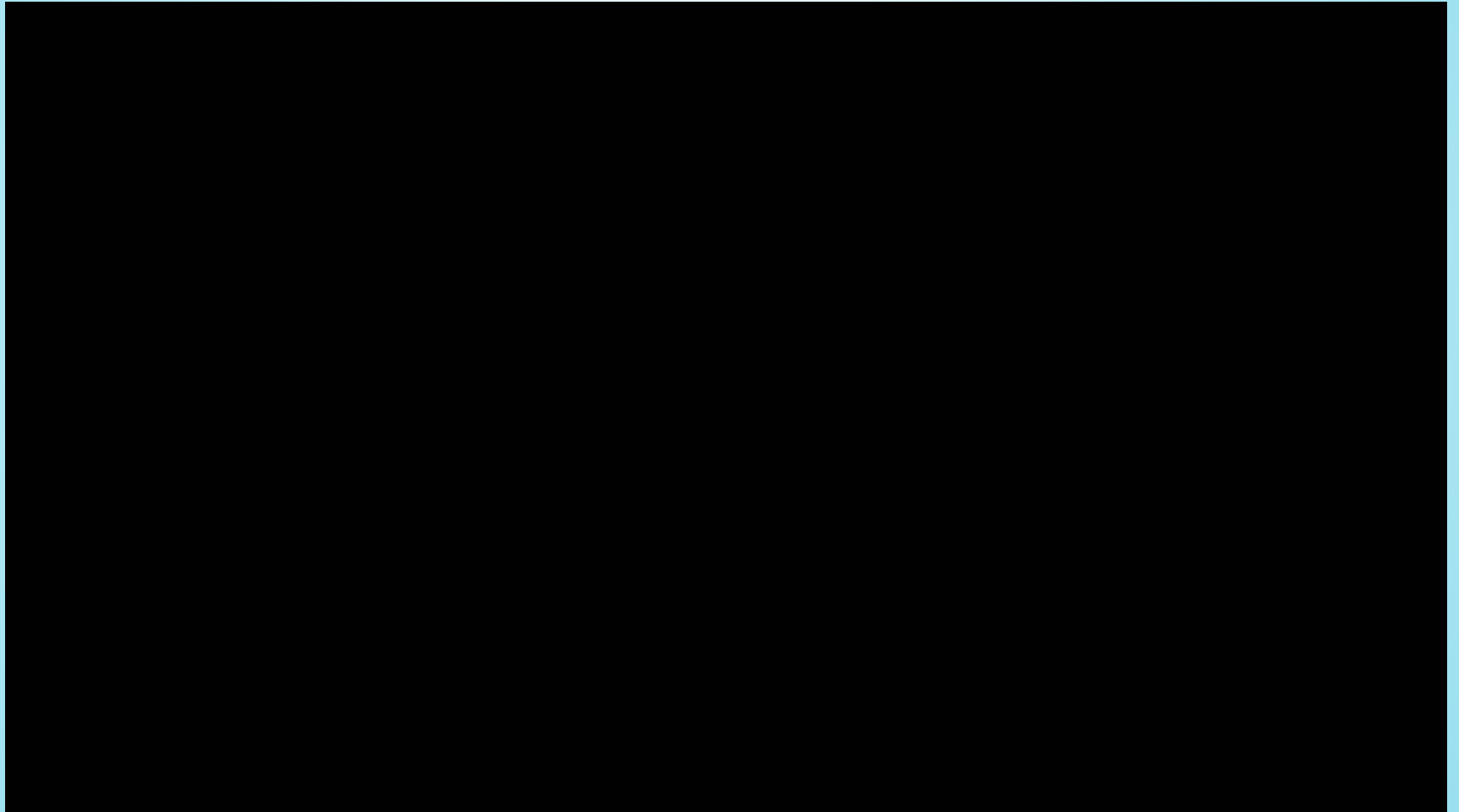
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Drive-Time Radio Ads Demo



Campaign Video





Help us plan a more bike friendly community

To get involved, sign up at: 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.

*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:
nwheadon@octa.net (714) 560-5936



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.



Next Steps

- Launch the 3-Foot Law Bike Safety Campaign
September – October
- 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

nwheadon@octa.net

