

**MAY IS ««BIKE»»  
»»MONTH»»**



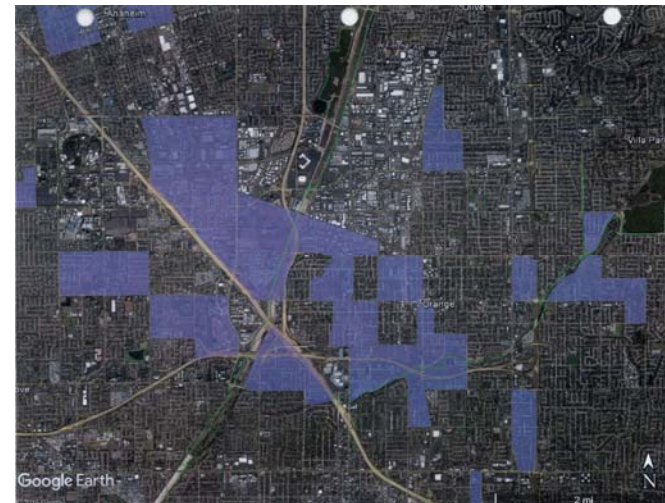
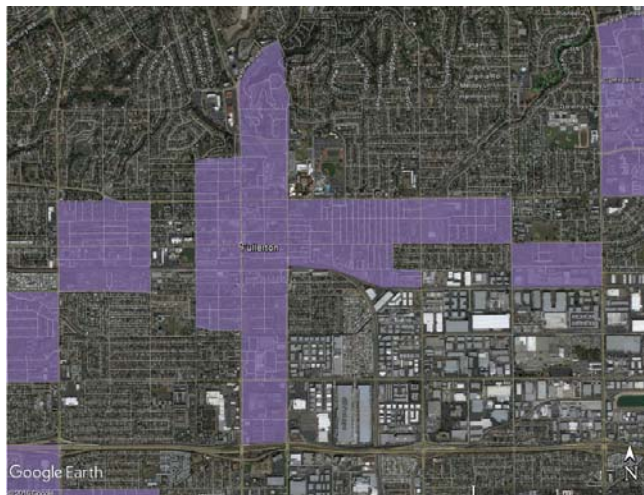
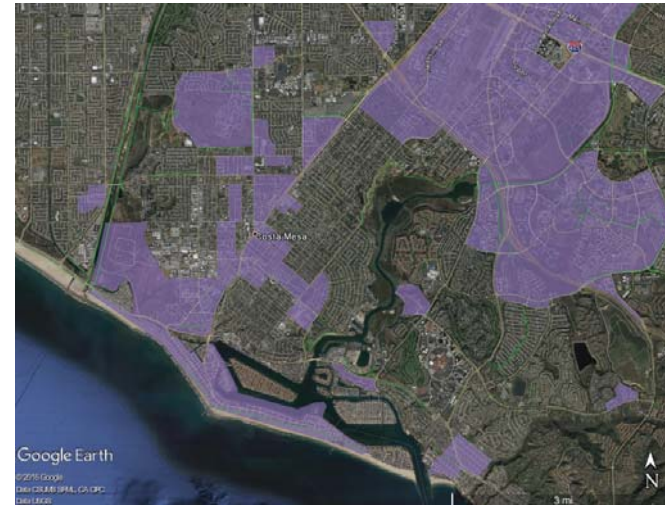
# Purpose

- The primary purpose of this program is to encourage OC public to try riding a bicycle, as an alternative mode of transportation and convert these trial users into repeat users.



# Target Audience

- Employee's/commuters
- College students
- OC Residents
- OC Bike list
- Potential Bicyclists





# Goals

- Increase awareness for bicycling in Orange County
- Increase bicycle commuting in Orange County
- Educate public and enhance awareness with bike safety information
- Increase contest engagement by 10%
- Increase video views by 10%



# Strategies & Tactics

- Create awareness and enhance perceptions of bike and combination use with bus and Metrolink transportation.
- Educate Orange County residents and the general public on health benefits and safety information
- Position bike and combination Bus/Metrolink use as an easy, economical, and stress-reducing option to driving alone.
- Leverage partnerships between employers to run a B2B contest
- Leverage partnerships with universities to assist in promoting the bike month campaign and events
- Engage public with the campaign through B2C contest partnering with Strava

# Contest & Engagement

- Past metrics: Pledge count
- Strava – Club
  - Allows us to actually track ridership



## Bike Month OC [Edit Club](#)

California  
<http://www.occta.net/bikemonth>

For over 50 years, bicyclists in communities across the country have celebrated National Bike Month. Whether you bike for work or play, for your personal health or the environment, Bike Month is the perfect time to celebrate all things biked! Each May, bicyclists of all ages, skill and experience levels show the many reasons why they ride.

National Bike Month was established in 1956 to showcase the wide range of bicycling benefits and to encourage more people to try bicycling. Bike Month in Orange County continues to grow with fun bicycle events and promotions from OCTA.

[Add Group Event](#)

[Club Leaderboard](#) [Recent Activity](#) [Members](#) [Discussions](#)

### Club Leaderboard

Compare your training with other Club members and stay motivated throughout the week.  
[Invite Athletes to your club](#) and see how you measure up.

Invite Athletes to This Club

[Invite Athletes](#)

1 member

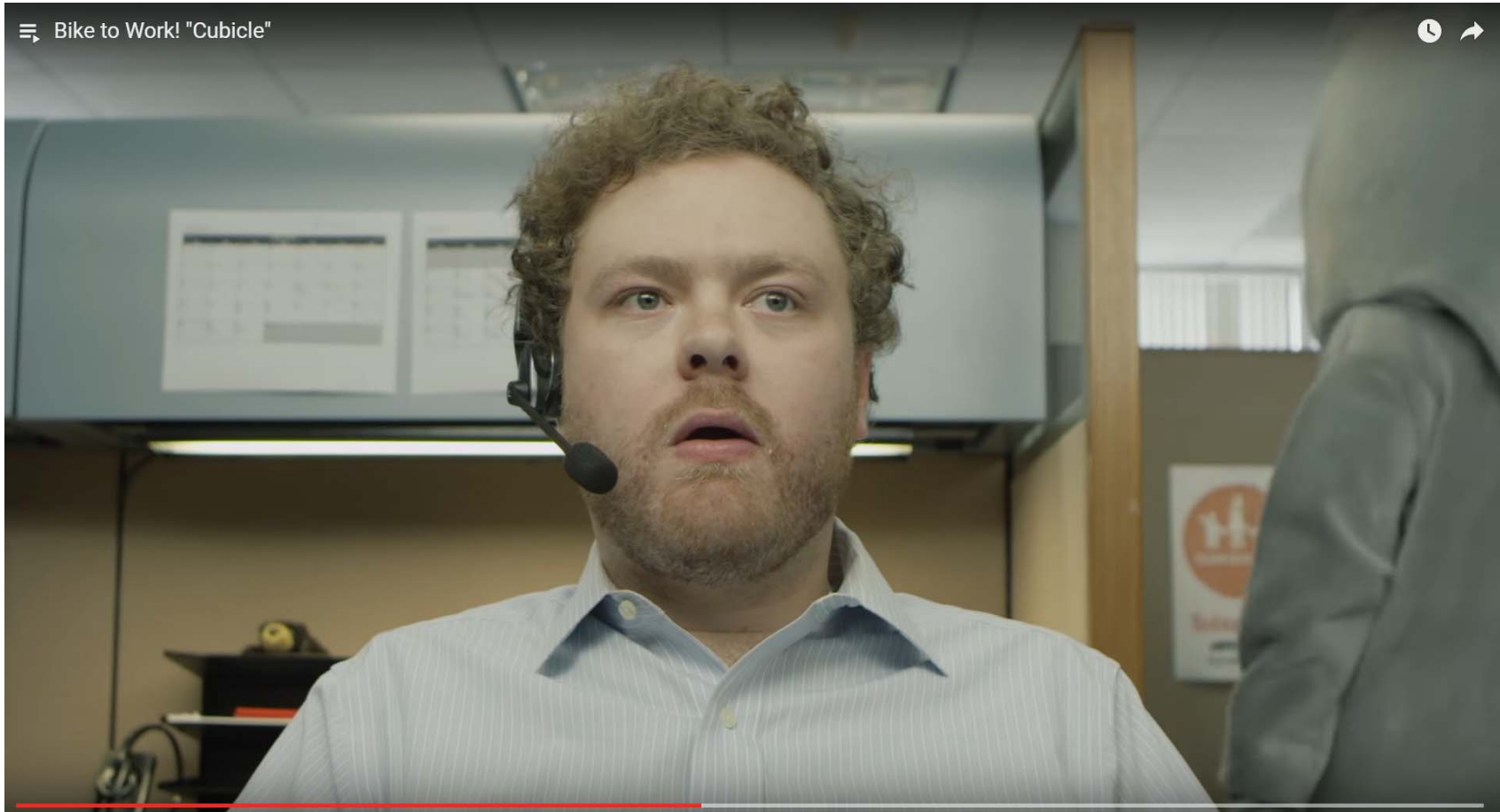


Share Bike Month OC's Rides!

Embed a Strava Widget on your blog.

[Share Club Rides](#)

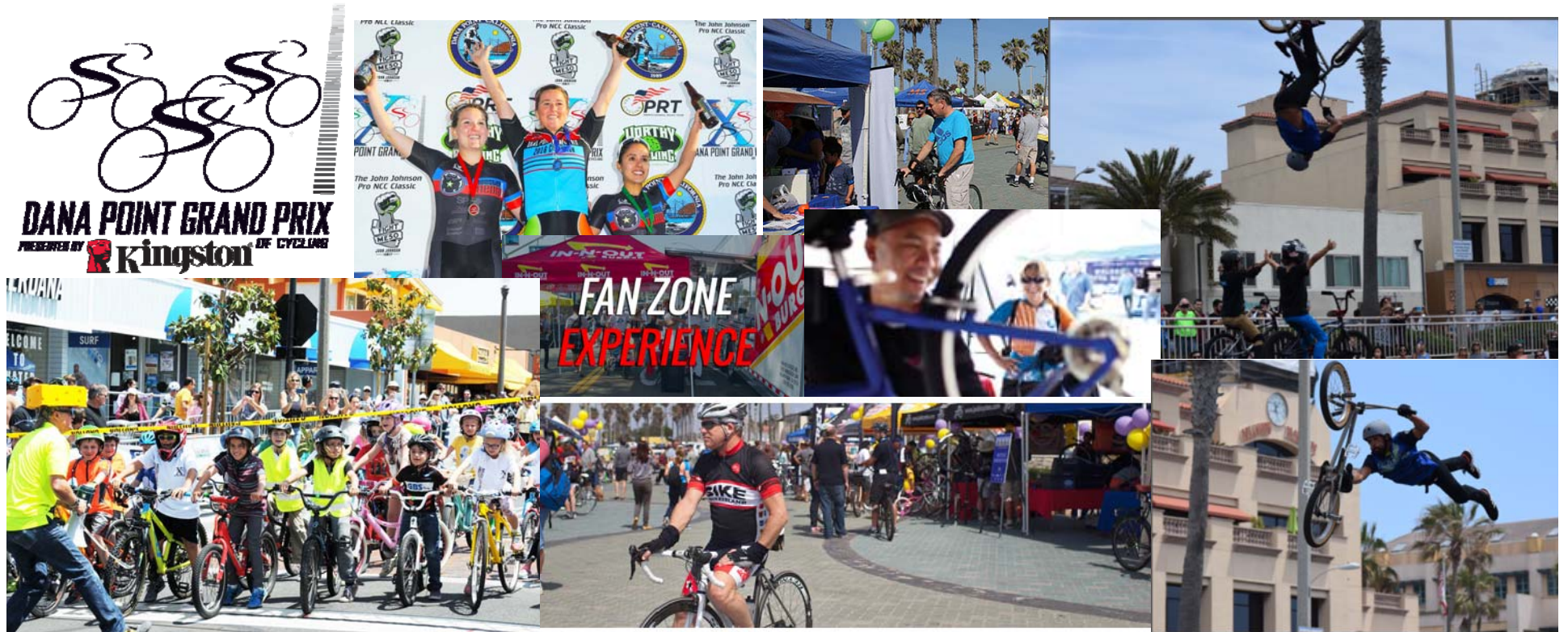
# Commuter Promotion





# OCTA Bike Festival at Dana Point Grand Prix

Dana Point, CA  
Sunday, April 30th





# OCTA Bike Rally

- Tentative: Thursday, May 16<sup>th</sup>





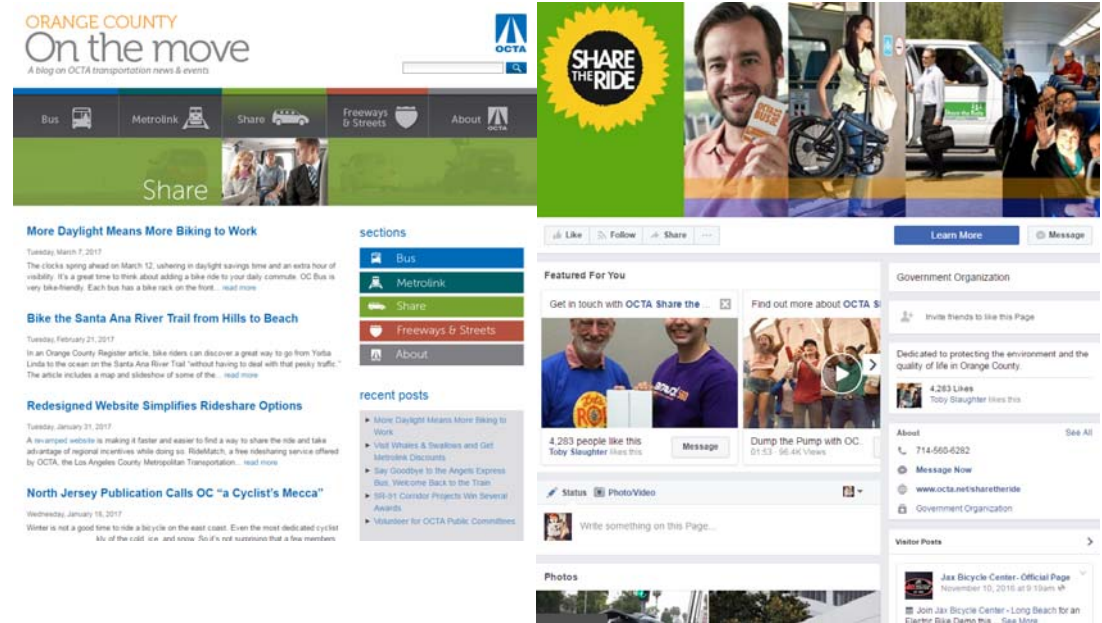
# Other Bike Month Events

- April 17: ETC Marketing Training
- April 18 – 19: GWC Earth Week Fair
- April 20: CSUF Earth Week Fair
- April 21: Imaginology
- April 25 & 26: Whimcycle - UCI
- May 10: Bike to School Day
- May 15-19: Bike to Work Week
  - Free rides on Metrolink if you bring your bike
- May 17: Ride of Silence
- May 18: Ride with Caltrans



# Campaign Elements

- Posters
  - Employers
  - Universities
- Campaign/Event Flyers
  - Employers
  - Universities
- Bus interior cards
  - 550 buses
- Landing page
  - Event and campaign information
  - Contest details and promotion
- Email Blasts
  - Over 2,500 current contacts
- Social and search advertising
- Blogs
  - Event details
  - Campaign & contest information
- Contest – Strava Club





# Concepts

