

Bike Month 2024 Recap

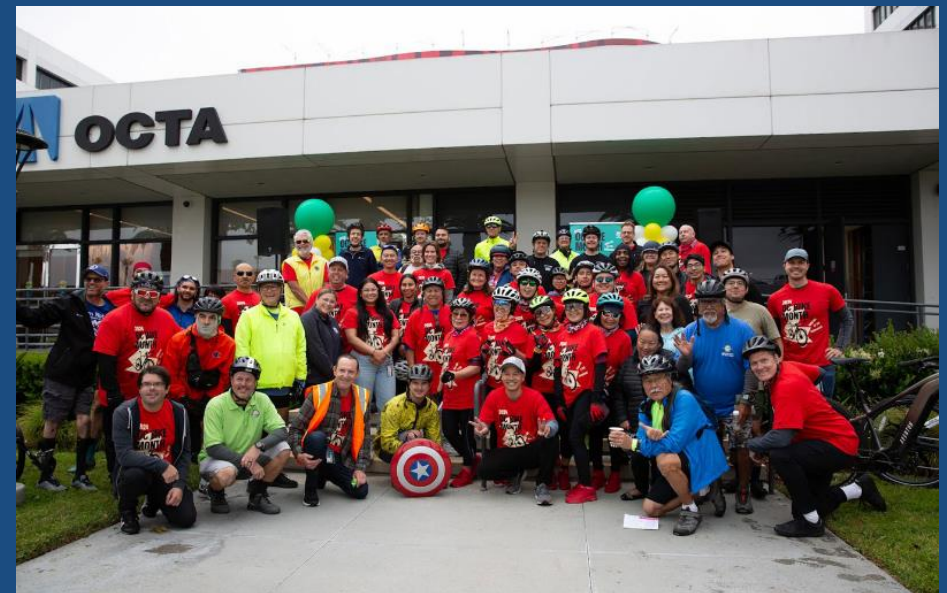
CAC Bicycle and Pedestrian
Active Transportation
Subcommittee Update -
6/18/2024

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BIKE MONTH 2024 BACKGROUND

- **Bike Month 2024:** took place in May 2024 encouraging residents to bike
- **Theme:** OC Bike Month 2024: Grab Life by the Handlebars
- **Sweepstakes:** one entry for everyone who pledges to participate
- **Bike Rally** – took place on the morning of Wednesday, May 16th



BIKE MONTH 2024 COLLATERAL

Bus Interior Cards

A promotional card for OC Bike Month 2024. The background is split into teal and magenta sections with a yellow jagged border. At the top left, a starburst contains the year '2024'. The main title 'OC BIKE MONTH' is in large, bold, black letters. Below it, the slogan 'GRAB LIFE BY THE HANDLEBARS' is written in white. In the top right corner is the OCTA logo. The central image shows a silver AVENTON bicycle with a black helmet resting on the seat. Below the bicycle, the text reads 'PLEDGE FOR A CHANCE TO WIN' and 'OCTA.NET/BIKEMONTH'. At the bottom, there are logos for AVENTON, a 100th Anniversary logo for the OC Bicycle Center (EST. 1971), spectrumotion, a QR code, and a white box labeled 'GRAND PRIZE'. A small ribbon graphic says 'PLEDGE TO RIDE OCTA'.

Bike Month Poster

A vibrant poster for OC Bike Month 2024. The background features a teal and magenta color scheme with yellow jagged shapes. A woman in a green cycling jersey and pink helmet is riding a road bike on the right side. On the left, a smaller image shows a man in a yellow jersey riding a bike. The text '2024 OC BIKE MONTH' is prominently displayed at the top. Below it, the slogan 'GRAB LIFE BY THE HANDLEBARS' is written in white. The OCTA logo is in the top right. At the bottom left, there is a small image of a bicycle and a helmet. The text 'PLEDGE FOR A CHANCE TO WIN' and 'OCTA.NET/BIKEMONTH' is at the bottom center. A small paragraph of text reads: 'We're giving away our biggest prize package ever in 2024! Enter by pledging to bike during May. Check our website for details, safety tips, and info on our May 15th Bike Rally group ride.' At the very bottom, there are logos for AVENTON, the OC Bicycle Center 100th Anniversary logo, and spectrumotion.

BIKE MONTH 2024 COLLATERAL



Facebook Pledge Ad



Facebook Rally Ad



Bike Rally Flyer

GOALS & OBJECTIVES

- Increase bicycle commuting in Orange County
- Further awareness of bicycle safety best practices
- Receive 3% more participation pledges
- Increase social media reach by 3%
- Strengthen relationships with Employee

Transportation Coordinators who promote program to employees



BIKE MONTH 2024

- **Prizes**
 - Pledge Prize Package: Aventon Level.2 Commuter Ebike (\$1899 retail value), lock, helmet
 - Rally Prize Package: Aventon Pace 500.3 Ebike (\$1799 retail value), lock, helmet
- **Sponsors:**
 - Aventon, Jax Bicycle Center and Spectrumotion



AVENTON



spectrumotion
Better, Greener Commuting

Bike Rally – May 16th

- **Background**
 - OCTA coordinated a 4-mile group ride from the Orange Metrolink Station to OCTA Admin that included speakers, snacks and free t-shirts
- **Attendees**
 - An estimated 110 participated (an OCTA record)
 - Speakers were OCTA CEO Darrell Johnson and Chairman Tam T. Nguyen



TACTICS

- Online Pledge Form
 - Used to track participation
- Digital Marketing Channels
 - Social Media
 - Email
 - Website
 - Strava bike club
- Interior Bus Ads

message on 5/13/2024 11:37 AM.



Gear Up for the OCTA Bike Rally

We're looking forward to seeing you at the OCTA Bike Rally on Wednesday, May 15! Here are some important details to ensure a seamless, enjoyable experience during the 4-mile group ride.

1. **What to Bring:** Arrive in comfortable attire and come with a helmet and bike. Both manual and electric bikes are allowed.
2. **Location & Time:** The event kicks off at 7:15 am at the Orange Metrolink Station (194 N. Atchison Street, Orange, CA 92866).
3. **Safety Waiver & T-Shirts:** Please complete a safety waiver upon arrival to collect your complimentary Bike Month t-shirt (while supplies last).
4. **Transportation:** Metrolink rides are FREE if you bring your bike on board. Trains 683 and 607 will arrive at the event location at 7:29 am and 7:43 am, respectively. OC Bus Routes 54, 56, and 59 also serve the station.
5. **Safety Briefing:** At 7:45 am, we'll share a brief safety message before the ride begins to the OCTA Headquarters (550 S. Main Street, Orange).

RESULTS

- **Pledges**
 - 1,963 pledges, 34.4% increase over last year
- **Strava Club**
 - 6 new members, 1.3% increase
- **Social Media Reach**
 - Increased reach by 58% over last year's totals of 417,155 for a total of 659,479
- **Page Views**
 - 76% increase in pages views over last year's 18,220 views for a total of 32,110

