

Marketing Update

Bicycle and Pedestrian
Active Transportation
Subcommittee – 6/18/24

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E-Bike Safety Education Videos

- Three e-bike safety videos completed
- One live action video titled “The Talk”
- Two animated videos in a “Support Group” series
 - “Rise Up”
 - “Chasing Speed”
- Designed to appeal to younger audiences
- Educating about various safety concepts
- Promotion to occur in movie theaters and on social platforms in June/July



OC Bus Rewards Program

- Every pass purchased and every trip earns points
- Points can be used towards free rides
- Easy to use functionality
- Receive 500 bonus points just for signing up
- Signing up gains user entry into sweepstakes to win three months of free bus rides
- Single ride – 100 points earned
- 1-day pass – 400 points earned
- 30-day pass – 7,500 points earned



Angels Express Fan Train

- Back for 2024 baseball season
- Kids ride free
- Adult price - \$10
- Offered Fridays, Saturdays and Sundays
- Full schedule available on website
- Departs 30 minutes after the fireworks on Saturdays



Youth Ride Free

- Youth aged 6-18 travel free
- Available through participating schools
- Option to request pass if school doesn't participate
- Adult signature required
- More than 30,000 youths have enrolled through 600 K-12 schools



Any questions?

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