

# Marketing Update

CAC Bicycle / Pedestrian  
Active Transportation  
Subcommittee Update –  
9/17/2024

 OCRIDESHARE



# RIDESHARE WEEK 2024

- **Theme** – Happy Commuting
- **Rideshare Modes Promoted** – all alternate commute modes
  - Bike, E-Bike, Scooter, Walk, Telework, Bus, Train, Carpool, Vanpool
- **Purpose** – why participants will want to pledge
  - Pledge to rideshare during week for chance to win prizes



# RIDESHARE WEEK 2024

- **Active Transportation promoted**
  - Included as a Rideshare mode
- **Prizes – Happy Commuter Kit**
  - AirPods Pro, charger, Kindle, water bottle, backpack
- **Sponsor – making prize drawing possible**
  - Spectrumotion TMA – Irvine



# MARKETING GOALS & OBJECTIVES

- **What does success look like for OCTA?**
  - **General goals:**
    - Increase ridesharing in Orange County
    - Educate about benefits of ridesharing
    - Engage our employers
  - **Objectives:**
    - Increase participation pledges by 3%
    - Increase social media reach by 3%
    - Increase page views by 3%



# OCTA MARKETING TACTICS

- Pledge form
- Digital marketing channels
  - Social media
  - Email
  - Website
- Print marketing channels
  - Bus advertising



# E-Bike Safety Videos Updates

## Background

- Aimed at younger audiences
- Building on success of past video
- One live action video and two animated videos
- Promoted on Facebook, Instagram, YouTube, Twitch and in theaters (first time)



# E-Bike Safety Video Analytics

- **Web / Social Media Analytics**

- Impressions – 1.563 million
- Reach – 1.378 million
- Plays – 170,151

- **Theatrical Analytics**

- Plays – 33,424
- Ad aired in five theaters in each of the supervisorial districts
  - Anaheim GardenWalk 6
  - Century Huntington Beach and XD
  - Brea 22 East
  - Aliso Viejo 20 with IMAX
  - Yorba Linda IMAX 10



**Any questions?**

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