

Marketing Update

Bicycle and Pedestrian
Active Transportation
Subcommittee – 3/18/25

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RIDESHARE WEEK 2024 RECAP

- **Theme** – Happy Commuting
 - Intended to emphasize making commutes better with fun branding
- **Rideshare Modes Promoted** – all alternate commute modes
 - Bike, E-Bike, Scooter, Walk, Telework, Bus, Train, Carpool, Vanpool
- **Purpose** – why participants were motivated to pledge
 - Pledge to rideshare during week for chance to win prizes



RIDESHARE WEEK 2024 RECAP

- **Active Transportation promoted**
 - Included as a Rideshare mode
- **Prizes – one entry per participant**
 - “Happy Commuter Kit”
 - AirPods Pro
 - Charger
 - Water Bottle
 - Kindle
 - Backpack
- **Sponsor – Spectrumotion TMA – Irvine**



RIDESHARE WEEK 2024 RECAP

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



RIDESHARE WEEK 2024 RECAP

- **Pledges** – 3,306 – exceeded goal by 1,094 pledges.
 - 54.0% increase over the 2023 pledge count
- **Page Views** – 61.0% increase in page views over last year’s 16,347 views for a total of 26,302.
- **Social Media Reach** – Increase in reach of 19% over last year’s totals of 370,813 for total of 441,113.



BIKE MONTH 2025

- **Theme** – “Every Ride is Your Story” will be concept
- **Timeline** – May is Bike Month
 - OCTA Bike Rally – Thursday, May 22
- **Trip Types Promoted** – promote biking for all purposes
- **Sponsors** – Ferla and Spectrumotion (other sponsors may be added)
- **Prizes** – will be awarded for pledge contest, rally attendance, e-bikes likely to be grand prize



Other Projects

- **New e-bike safety videos in progress**
 - Projected to start production in coming weeks
- **Updated bike maps**
 - Reflects updated map in first new map design since 2020
 - Live on website
 - Printed version shipping to OCTA within several weeks

Any questions?

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