Active Transportation Marketing Update

BICYCLE AND PEDESTRIAN SUBCOMMITTEE DECEMBER 9, 2015





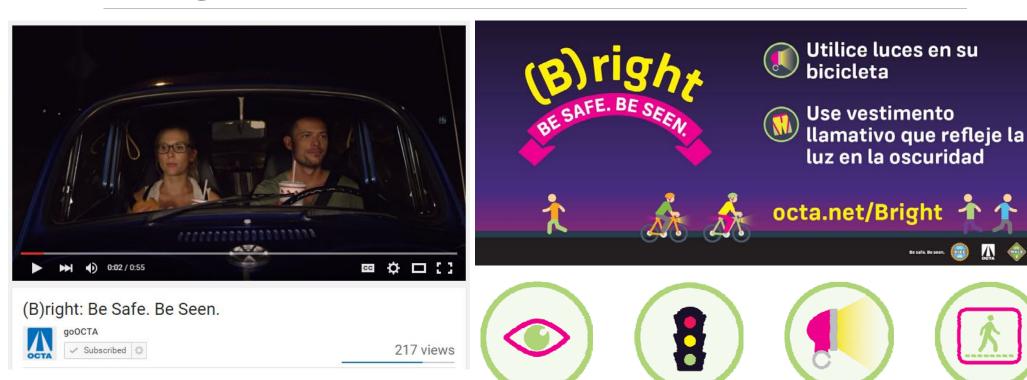
Marketing Update

- (B)right: Visibility Campaign Recap
- Next Campaign: Understanding the Rights and Rules of the Road
- Upcoming: Bike Month

(B)right. Be Safe. Be Seen.

- School Outreach
- Walking School Buses / Walking Rodeos
- Bus Ads (interior/exterior)
- Webpage
- Video

(B)right Creative



School/Youth Outreach









(B)right stats

- 20 schools participated
- 4 school assemblies
- 3 walking school buses with 300 total participants
- 1 walking 'rodeo' at Fairhaven School in Santa Ana
- Over 800 reflectors provided to students
- 5,000 brochures distributed to students/parents/staff

Next: Understanding Rights/Rules of the Road

- Key messages
- Message dissemination
- Bike club/community group collaboration
- Community event
- Video concept

Bike Month 2016

- Theme
- Online engagement
- Events
- Outreach
- Locations
- Other ideas