

# Bike Month 2015 Recap

## Pedestrian Quiz Analytics

## Bicycle Safety Next Steps

Bicycle and Pedestrian Subcommittee

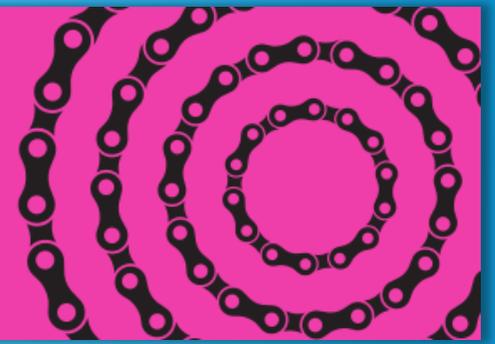
June 16, 2015

Nathan Wheadon



# Bike Month Recap

START A CHAIN  
**REACTION**  
BIKE MONTH 2015



Videos

Events

Pledges



# Videos

44k views

Humorous +  
memorable

Positive +  
encouraging



# Events

OCTA Bike  
Festival

Bicycle  
Commuter  
Festival

OCTA Bike  
Rally

Blessing of  
the Bikes

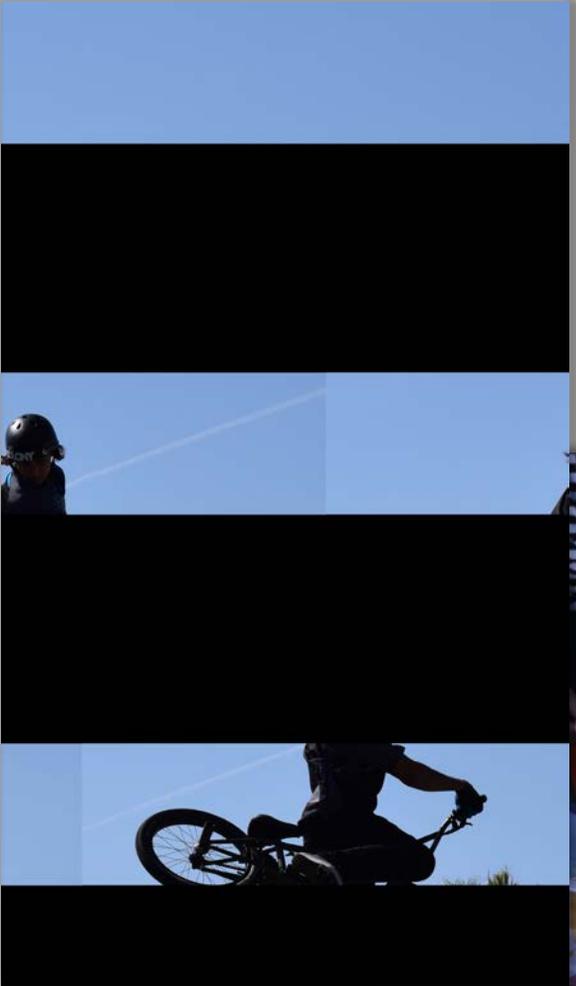
Ride of  
Silence

Explore  
Jeffrey Open  
Space Trail



# Events

[www.jaxbicycles.com](http://www.jaxbicycles.com)



# Pledges

769  
pledges

78,818 miles  
pledged

12450  
MILES



OC RESIDENTS HAVE  
PLEGGED TO RIDE  
ENOUGH MILES TO BIKE  
**HALFWAY AROUND  
THE WORLD!**

24901  
MILES



OC RESIDENTS HAVE  
PLEGGED TO RIDE  
ENOUGH MILES TO BIKE  
**AROUND THE  
WORLD!**

OC RESIDENTS HAVE PLEDGED  
TO RIDE ENOUGH MILES TO BIKE

AROUND THE **3** TIMES!  
**WORLD!**



74703  
MILES



# Pedestrian Quiz Analytics

320  
completed  
quizzes

1,900 page  
views from  
FB ads



# Next Bicycle Safety Campaign – 'Wrong Way Riding'

Humorous +  
memorable  
video  
campaign

Partner with PDs  
to drive reach

English +  
Spanish  
language

Partnered with  
YouTube viral  
video specialist



# Other

Spanish  
bikeways  
guides

Kids helmet  
giveaways

"Visibility"  
campaign  
for fall

Bicycle  
safety  
courses

Questions  
and  
comments

