

# Bike Month 2022 Recap

CAC Bicycle and Pedestrian  
Active Transportation  
Subcommittee Update -  
6/21/2022

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# BIKE MONTH 2022 BACKGROUND

- **Bike Month 2021:** took place in May 2021 as a month-long, 31-day challenge
- **Flexibility:** due to hybrid schedules, challenges can be done on any day of week
- **Theme:** OC Bike Month 2022: Bike There!
- **Weekly Challenges:** safety, fun, commute, fitness



# BIKE MONTH 2022 COLLATERAL



OC BIKE MONTH  
2022 BIKE  
THERE

Pledge to ride your bike in May for a chance to win one of two great prizes! Participate in each of our four weekly challenges and join our Strava club to receive the maximum of five entries. All pledges also receive a coupon from Jax Bicycles!

**GRAND PRIZE:**  
*Trek Dual Sport 1 - 2022 Bike*  
(\$689.99 retail value)



**RUNNER-UP PRIZE:**  
*Bontrager Ion Pro RT Front Bike Light*  
(\$139.99 retail value)



**Week 1 (May 1-7) - Bike to SAFETY Week**  
Safety first! Start out the month by taking a ride focusing on safe practices.

**Week 2 (May 8-14) - Bike to FUN Week**  
Bike to your favorite place to eat, drink, shop or see a movie!

**Week 3 (May 15-21) - Bike to WORK Week**  
Upgrade your commute by biking fully or partially to work!

**Week 4 (May 22-28) - Bike to FITNESS Week**  
Biking is fantastic exercise and OC has plenty of great trails for all!

**Pledge now to enter to win!**

»»»» [OCTA.net/BikeMonth](https://OCTA.net/BikeMonth) ««««

Thanks to our sponsors:



## Week 2 (May 8-14) – Bike to FUN Week

Leave your car behind and save money on gas by biking to your next fun outing. That short trip to grab a bite, fuel up with a coffee, get some new clothes or see a movie is easy on a bike and removes cars from the road. Plus, you can pair a trip with [OC Bus](#) and [Metrolink](#).



## Week 3 (May 15-21) – Bike to WORK Week

Upgrade your commute by biking fully or partially to work! It's a great way to prepare for the workday and decompress after a long one. All OCTA buses are equipped with bicycles racks that can carry three bicycles at a time so no distance is too long! Plus, you can pair a trip with [OC Bus](#) and [Metrolink](#).

# GOALS & OBJECTIVES

- Increase bicycle commuting in Orange County
- Further awareness of bicycle safety best practices
- Receive 5% more participation pledges
- Grow Strava club participation by 5%
- Increase social media reach by 5%
- Strengthen relationships with Employee Transportation Coordinators who promote program to employees

# BIKE MONTH 2022

- **Prizes**

- Grand Prize: Trek Dual Sport 1 - 2022 Bike (\$689.99 retail value)
- Runner-Up Prize: Bontrager Ion Pro RT Front Bike Light (\$139.99 retail value)



- **Entries**

- Four entries for participating each week
- Additional entry for joining Strava club

- **Sponsors:**

- Jax Bicycle Center and Spectrumotion



# TACTICS

- **Online Pledge Form**
  - Used to track participation
- **Digital Marketing Channels**
  - Social Media
  - Email
  - Website
  - Strava bike club
- **Interior Bus Ads**

## Pledge Now to Enter!

Pledge to ride your bike in May for a chance to win one of two great prizes!

- **Grand Prize:** Trek Dual Sport 1 - 2022 Bike (\$689.99 retail value)\*
- **Runner-Up Prize:** Bontrager Ion Pro RT Front Bike Light (\$139.99 retail value)\*

PLEDGE NOW



# ADS



goota Sponsored OCTA

**BIKE THERE** OCTA **OC BIKE MONTH 2022**  
octa.net

Learn more **GRAND PRIZE:**  
Bike with a \$689.99 retail value

Pledge to ride your bike in May for a chance to **WIN!**



goota Sponsored OCTA

By pledging to ride your bike in May



Learn more

Pledge to ride your bike in May for a chance to **WIN!**  
[OCTA.net/BikeMonth](https://OCTA.net/BikeMonth)



**GRAND PRIZE:**  
Bike with a \$689.99 retail value

OCTA **BIKE THERE** OCTA **OC BIKE MONTH 2022**

Thanks to our sponsors:  

# RESULTS

- **Pledges**
  - 1,410 pledges, 72.4% increase over last year
- **Strava Club**
  - 95 new members, 37.1% increase
- **Social Media Reach**
  - 404,599 reach, 12.4% increase
- **Website**
  - 11,305 page views, 27.6% increase

**WEB TRAFFIC BY CHANNEL**

