

Marketing Update

Bicycle and Pedestrian
Active Transportation
Subcommittee – 3/19/24

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E-BIKE SAFETY EDUCATION VIDEOS

- **First video posted November 7, 2022**
 - Partnered with social media personality to reach younger audiences with humorous approach
 - Over 1.5 million views and over 665,000 impressions
- **Next Three Videos in Progress**
 - One live action video shot 2/28, first cut received 3/7
 - Two animated videos in production
 - To be promoted following completion
 - Movie theater promotion is planned

RIDESHARE WEEK 2023 RECAP

- **Theme** – Drive Less, Save More
 - Take on “Drive Less, Smile More” tagline from past two years
- **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 2023 RECAP

- **Active Transportation promoted**
 - Included as a Rideshare mode
- **Prizes** – one entry per participant
 - AirPods Pro
- **Sponsor** – made prize drawing possible
 - Spectrumotion TMA – Irvine



RIDESHARE WEEK 2023 RECAP

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



RIDESHARE WEEK 2023 RECAP

- **Pledges** – 2,147 pledges total, 3.6% increase over 2022
- **Website Views** – 16,347 total, 66% increase
- **Social Media Impressions** – 370,813, 29% increase



BIKE MONTH 2024

- **Theme** – Concept is under review and will be decided shortly
- **Timeline** – May is Bike Month
 - OCTA Bike Rally – May 15th
 - Bike to Work Week – May 13 – 19
 - Bike to Work Day – May 17th
- **Trip Types Promoted** – promote biking for all purposes
- **Sponsors** – Jax Bicycles, Spectrumotion, Aventon (tentative)
- **Prizes** – will be awarded for pledge contest, rally attendance, e-bikes as prizes being considered

Any questions?

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