

Marketing Update

CAC Bicycle / Pedestrian
Active Transportation
Subcommittee Update –
9/19/2023

 OC RIDESHARE



RIDESHARE WEEK 2023

- **Theme** – Drive Less, Save More
 - Regional theme along with LACMTA/IE Commuter, builds on previous theme
- **Rideshare Modes Promoted** – all alternate commute modes
 - Bike, E-Bike, Scooter, Walk, Telework, Bus, Train, Carpool, Vanpool
- **Purpose** – why participants will want to pledge
 - Pledge to rideshare during week for chance to win prizes



RIDESHARE WEEK 2023

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



Bike & walk for you and the planet!

Get active to improve your health and reduce pollution.

[LEARN MORE](#)

MARKETING GOALS & OBJECTIVES

- **What does success look like for OCTA?**
 - **General goals:**
 - Increase ridesharing in Orange County
 - Educate about benefits of ridesharing
 - Engage our employers
 - **Objectives:**
 - Increase participation pledges by 3%
 - Increase social media reach by 3%
 - Increase page views by 3%



OCTA MARKETING TACTICS

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

Rideshare Week 2023 Pledge

Commit to sharing the ride at least once during Rideshare Week 2023 for a chance to **WIN AirPods Pro valued at \$249!**

No purchase or payment necessary. See [Official Rules](#) for details.



Other Projects

E-Bike Safety Video

- Aimed at younger audiences
- Building on success of past video
- Working on approving initial concepts

Any questions?

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