

May Bike Month Recap

CAC Bicycle / Pedestrian
Subcommittee Update –
June 15, 2021

The logo for OC ACTIVE, featuring a stylized leaf icon above the letters 'OC' and the word 'ACTIVE' in a bold, sans-serif font.



BIKE MONTH 2021

- **Purpose:** Encourage residents to bike as many of the 31 days in May as possible
- **Theme:** Bike Everywhere Month: A 31-Day Challenge
- **Prizes:** Trek FX 2 Disc Bike and Saris Bones Bike Rack
- **Entries:** Up to five entries for maximum participation
- **Sponsors:** Jax Bicycle Center and Spectrumotion



BIKE MONTH 2021

BIKE ON A NEW Trail

BIKE TO GET Breakfast

Ride YOUR BIKE FOR 8 MILES

BIKE WITH A Family MEMBER OR Friend

Receive up to five chances to win when you pledge to participate every day and get involved by sharing on social media and Strava! All pledges also receive a coupon from Jax Bicycle Center. Pledge now on our website to enter and follow our social media accounts and Strava for safety tips and other fun giveaways!

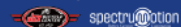
Pledge Now to Enter!

[Octa.net/BikeEverywhereMonth](https://octa.net/BikeEverywhereMonth)

Grand Prize: Trek FX 2 Disc Bike (\$699.99 retail value)*

Runner-Up Prize: Saris Bones 2-Bike Bike Rack (\$169.99 retail value)*

Thanks to our sponsors



*Prize given will be awarded if product is in available



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		<i>- May 2021 -</i>					1 Bike on a Trail
2 Bike to Beat a Personal Distance Record	3 Bike on Your Lunch Break	4 Bike with a Family Member or Friend	5 Bike for Five Miles	6 Bike to Get Coffee or Your Favorite Beverage	7 Bike to Run an Errand	8 Bike on a New Trail	
9 Beat Last Week's Distance Record	10 Enjoy a Brief Morning Ride	11 Bike with a Family Member or Friend	12 Bike for Six Miles	13 Bike to Get a Snack	14 Bike to Run an Errand	15 Bike on a New Trail	
16 Beat Last Week's Distance Record	17 Go for a Brief Afternoon Ride	18 Bike with a Family Member or Friend	19 Bike for Seven Miles	20 Bike to Get Breakfast	21 Bike to Run an Errand	22 Bike on a New Trail	
23 Beat Last Week's Distance Record	24 Bike This Evening	25 Bike with a Family Member or Friend	26 Bike for Eight Miles	27 Bike to Get Lunch	28 Bike to Run an Errand	29 Bike on a New Trail	
30 Beat Your All-Time Distance Record	31 Last Ride - Ride Anywhere!						

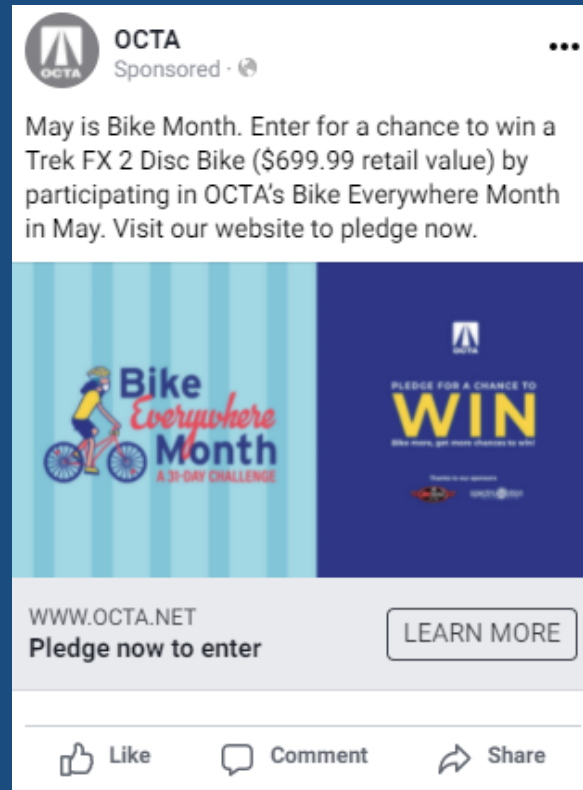
GOALS & OBJECTIVES

- Increase bicycle commuting in Orange County
- Further awareness of bicycle safety best practices
- Receive 10% more participation pledges
- Grow Strava club participation by 10%
- Strengthen relationships with Employee Transportation Coordinators who promote program to employees



TACTICS

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



OCTA Sponsored · 🌐

May is Bike Month. Enter for a chance to win a Trek FX 2 Disc Bike (\$699.99 retail value) by participating in OCTA's Bike Everywhere Month in May. Visit our website to pledge now.

Bike Everywhere Month
A 31-DAY CHALLENGE

PLEDGE FOR A CHANCE TO **WIN**
Bike Month, get more chances to win!

WWW.OCTA.NET
Pledge now to enter

LEARN MORE

Like Comment Share



BIKE MONTH 2021 RESULTS

- **Pledges: 818**
 - 27.2% increase from 2020 (goal was 10%)
- **New Strava Members: 73**
 - 41.0% increase (goal was 10%)
- **Miles Pledged to Ride: 85,547**
 - 104.58 miles per person
- **Days Pledged to Ride: 14,666**
 - 17.93 days per person

BIKE MONTH 2021 RESULTS

- Social Media Analytics
 - Impressions: 1.3 million
 - Clicks: 10,932
 - Social Media Reach: 360,000
- Website Analytics
 - Page Views: 8,857
 - Time Spent on Page: 1:21
 - Visitors: 7,741