BIKE & PEDESTRIAN SAFETY

September 07 – November 30



BACKGROUND

- OCTA frequently promotes initiatives and programs to promote bike and pedestrian safety.
- Past Initiatives:
 - 3 feet Rule
 - Brake the Cycle
 - Bike Salmon
 - (b)right
 - + More









GRANT

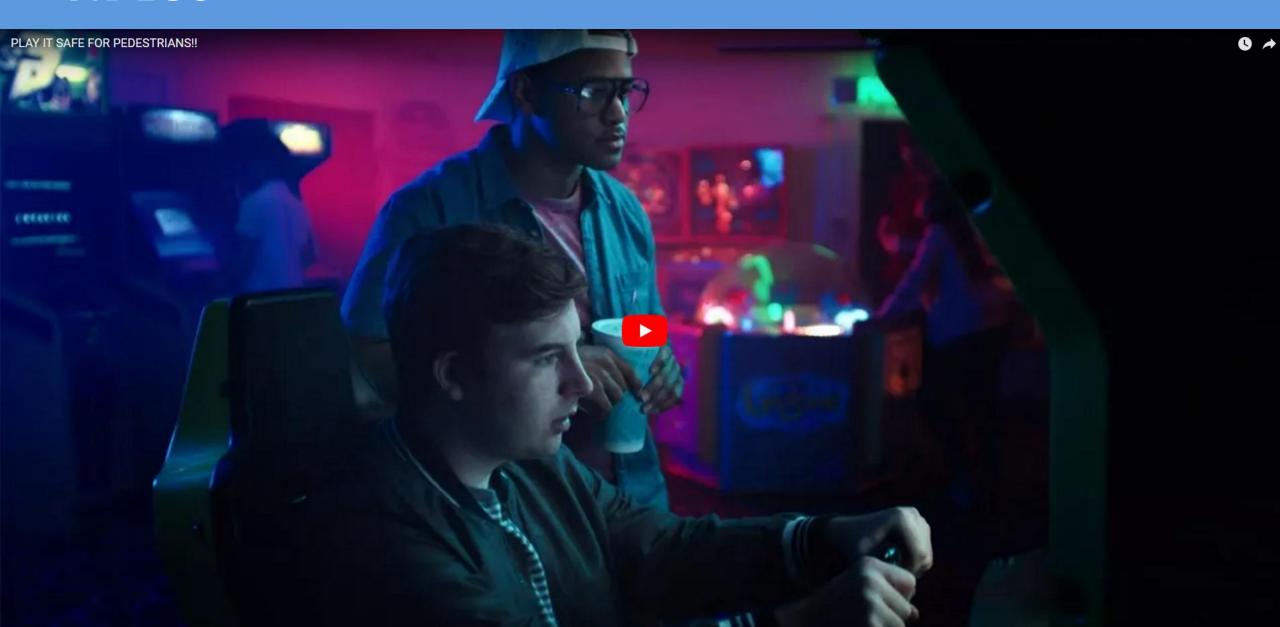
- \$50,000 Office of Traffic Safety Grant
 - 2 videos promoting bike and pedestrian safety.
- Goals:
 - Increase knowledge of safe bike and pedestrian commuting practices
 - Decrease injuries and deaths from bike and pedestrian related accidents



GRANT

- Last year reviewed 2014 safety issues survey
- Sub-committee provided input on top safety issues.
- Focus:
 - Combat the lack of understanding of bicycle and pedestrian rights and laws.
 - Yielding to pedestrians.

VIDEOS



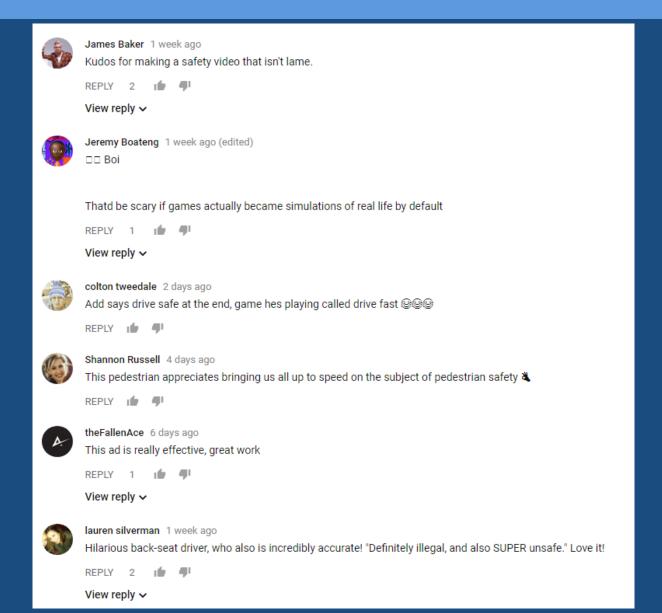
VIDEOS



YOUTUBE RESULTS

VIDEO	DATE POSTED	VIEWS	LIKES	COMMENTS
Pedestrian	9/14/17	39,088	16	10
Cyclist	9/14/14	33,381	8	2

YOUTUBE RESULTS



TIMELINE

- Soft launch: September 7 October 8
- Official campaign: October 9 November 30



COMPONENTS

- Flyer Collect them all
- Poster Movie poster style
- Game Test skills and knowledge
- Prize Play the game & enter to win







