

**MAY IS
BIKE
MONTH**

Bike Month 2018

Situation Analysis

- Pledging = main data source
- Strava last year was innovative and exciting but confusing for audience
- Focusing on the commute – need a more inclusive message for commuters with longer distances



Background

- Focusing on the Smart Commute
- Bike is a great commute mode on its own AND when paired with other modes.
- The formula for a smarter commute.



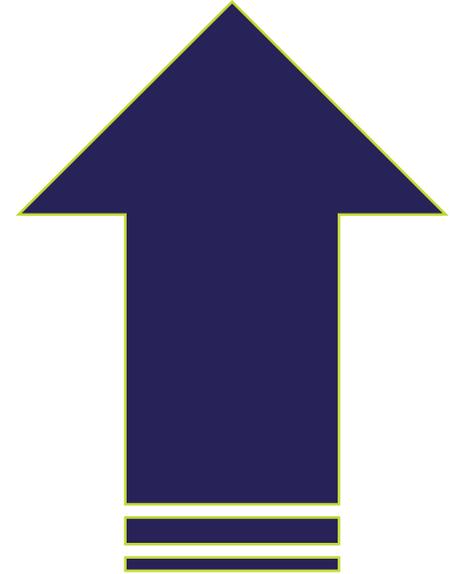
Contest & Drawing Details

- **STEP ONE** pledge to ride during bike month to be entered into the drawing.
- **STEP TWO** earn more entries. The more you do the more chances to win!
 - Strava Club – Join the club each ride tracked is 1 entry
 - Bike Rally Participation – 5 entries
 - Share on Facebook – 1 entry
 - Share on Twitter – 1 entry
 - Email to a friend – 1 entry
 - Use your Jax Bicycle coupon – 1 entry
 - Use your Performance Cycle coupon – 1 entry



Goals & Objectives

- Increase number of pledges by 10% (+105, goal: 1,152)
- Increase number of Strava rides by 10% (+62, goal: 688 rides)
- Increase number of Strava club members by 10% (+6, goal: 67)
- Increase number of miles ridden by 10% (+1,170, goal: 12,874.3)
- Increase awareness for bicycling in Orange County
- Increase bicycle commuting in Orange County



Prizes

- Instant Prizes:
 - Coupon for Jax Bicycle Shop
 - Coupon for Performance Cycle
 - Laguna Hills, Tustin, Fountain Valley

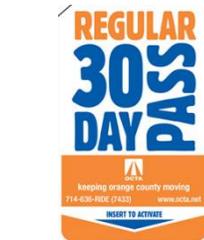


PERFORMANCE[®]
BICYCLE

Prizes

- Grand Prizes:

- Trek FX 2 Bike
- Morpher folding helmet
- \$100 Gift Card
- Movie Tickets
- 30-Day Bus Pass
- 30-Day Metrolink Pass
- Waze Carpool Prize Pack



Events

- Santiago Canyon College Sustainability Fair – April 19th: 9 AM – 12 PM
- CSUF Earth Week Transportation & Bike Festival – April 19th: 10 AM – 2 PM
- Dana Point Grand Prix – April 29
- Whimcycle – May 1st & 2nd: 10 AM – 2 PM
- Bike to Work Week – May 14th – 18th
- Ride with Caltrans – May 15th: 7:30 – 10:30 AM
- Ride of Silence – May 16th: 6 PM – 7:30 PM
- OCTA Bike Rally – May 17th: 7:30 – 9:00 AM
- Bike to Work Day – May 18th



OCTA Bike Rally Employer Teams

- Encourage employers to get a bike team together to participate in the OCTA Bike Rally!
- Entered into our Employer Team Competition
 - Team with most team members gets a \$200 gift card