

Rideshare Week 2021 Recap

Bicycle and Pedestrian
Active Transportation
Subcommittee – 3/15/22

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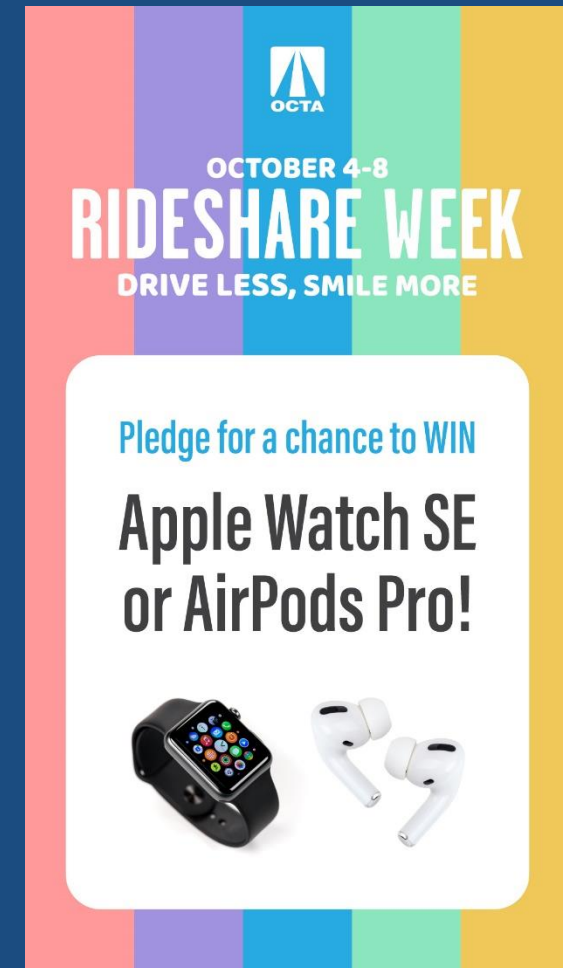
RIDESHARE WEEK 2021 RECAP

- **Theme** – Drive Less, Smile More
 - Emphasized the many benefits of ridesharing that make commuters smile more
- **Rideshare Modes Promoted** – all alternate commute modes
 - Bike, E-Bike, Walk, Telework, Bus, Train, Carpool, Vanpool
- **Dates** – October 4 to 8, 2021



RIDESHARE WEEK 2021 RECAP

- **Active Transportation modes promoted**
 - Bike, E-Bike, Walk
- **Prizes** – one entry per participant
 - Apple Watch SE
 - AirPods Pro
- **Sponsor** – made prize drawing possible
 - Spectrumotion TMA
- **Regional Theme** – multiple agencies utilized
 - Including LA Metro (LACTMA)



RIDESHARE WEEK 2021 RECAP

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



Active Transportation

Human-powered mobility by walking or biking results in increased fitness levels which will have you smiling more by keeping a healthy body and mind!

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RIDESHARE WEEK 2021 RECAP

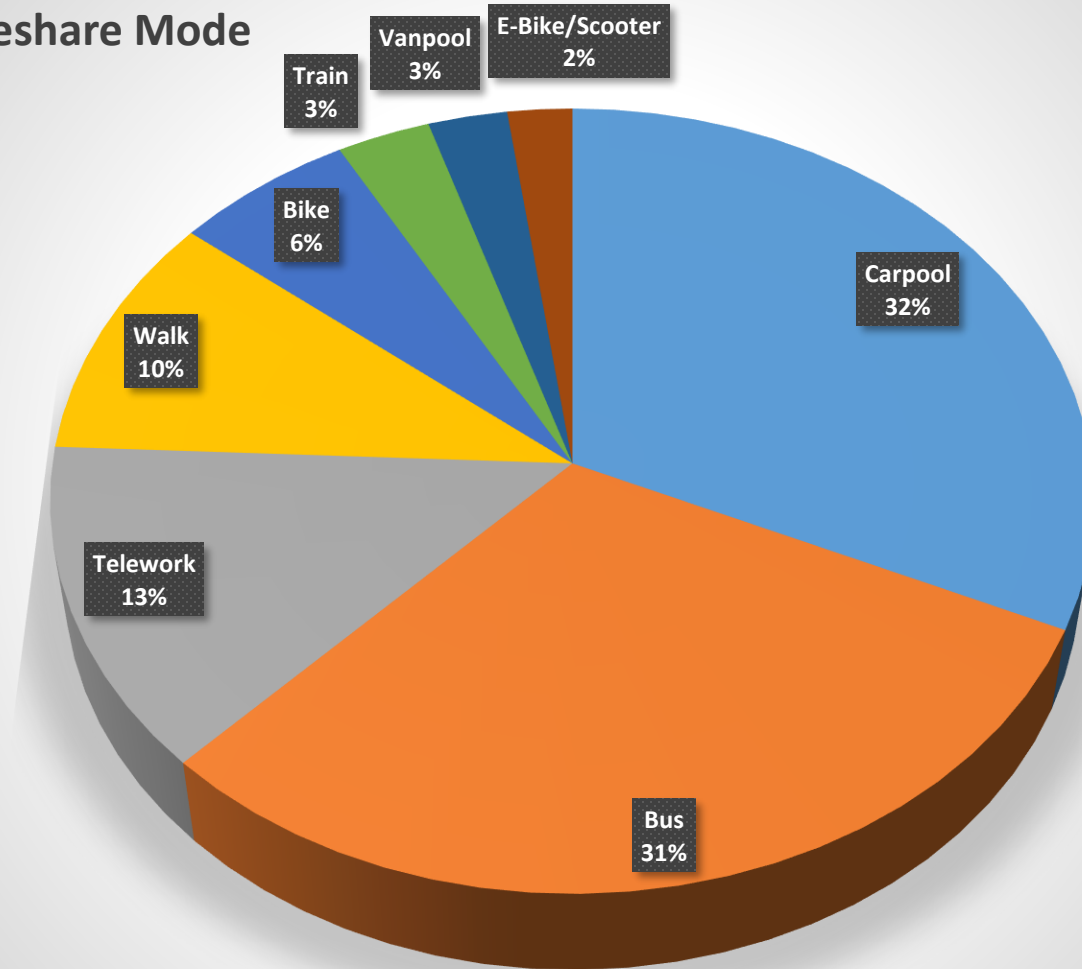
- **Pledges – 2,044 total**
 - 6.6% increase from last campaign in 2019
 - 52.3% higher than goal set
 - 207 walk pledges (10.1%)
 - 125 bike pledges (6.1%)
 - 45 e-bike / scooter pledges (2.2%)
- **Website Views – 11,107**
 - 243% growth over 2019
- **Social Media Impressions – 1.252 million, 561,681 reach, 10,224 clicks**
 - 27% increase in clicks from 2019



The graphic features the OCTA logo at the top, followed by the text "OCTA RIDESHARE WEEK" and the slogan "DRIVE LESS, SMILE MORE". Below this, it says "Pledge for a chance to WIN Apple Watch SE or AirPods Pro!". At the bottom, there are images of an Apple Watch SE and a pair of AirPods Pro. To the right of the main text is a vertical bar with five colored segments, each containing an icon: a yellow segment with a bus icon, a green segment with a person walking icon, a blue segment with a train icon, a purple segment with a bicycle icon, and a red segment with a car icon.

RIDESHARE WEEK 2021 RECAP

Pledges by Rideshare Mode



Any questions?

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