

# Active Transportation Marketing Update

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BICYCLE AND PEDESTRIAN SUBCOMMITTEE

DECEMBER 9, 2015








# Marketing Update

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-  (B)right: Visibility Campaign Recap
-  Next Campaign: Understanding the Rights and Rules of the Road
-  Upcoming: Bike Month

# (B)right. Be Safe. Be Seen.

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-  School Outreach
-  Walking School Buses / Walking Rodeos
-  Bus Ads (interior/exterior)
-  Webpage
-  Video

# (B)right Creative



(B)right: Be Safe. Be Seen.



goOCTA

Subscribed

217 views

**(B)right**  
BE SAFE. BE SEEN.

- Utilice luces en su bicicleta
- Use vestimento llamativo que refleje la luz en la oscuridad

[octa.net/Bright](http://octa.net/Bright)

Be safe. Be seen.

Bicyclist icon, Pedestrian icon, OCTA logo, WALK logo









# School/Youth Outreach








## (B)right stats

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-  20 schools participated
-  4 school assemblies
-  3 walking school buses with 300 total participants
-  1 walking 'rodeo' at Fairhaven School in Santa Ana
-  Over 800 reflectors provided to students
-  5,000 brochures distributed to students/parents/staff







# Next: Understanding Rights/Rules of the Road

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-  Key messages
-  Message dissemination
-  Bike club/community group collaboration
-  Community event
-  Video concept

# Bike Month 2016

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-  Theme
-  Online engagement
-  Events
-  Outreach
-  Locations
-  Other ideas