

Marketing Update

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

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BIKE MONTH 2022

- **Theme** – OC Bike Month 2022: BIKE THERE
 - Synergy with The League of American Bicyclists promoting #BikeThere hashtag
- **Timeline** – May is Bike Month
 - Bike to Work Week – May 16 – 22
 - Bike to Work Day – May 19 (Adjusted from May 20 for participation)
- **Trip Types Promoted** – promote biking for many purposes
 - To Work / School – commute trips
 - To Fun – food, shopping, entertainment
 - To Your Fitness and Wellbeing – furthering health for the body and mind

OTHER MARKETING UPDATES

- **E-Bike Safety Videos** – production this summer
 - Videos to promote safety with youth riders
- **Bike Maps** – available for distribution
 - Shipping on an ongoing basis for individuals and organizations
- **Youth Ride Free** – program approved moving forward
 - Ages 6 to 18 eligible
- **Telework Assistance Program** – free assistance for employers and commuters
 - Complimentary customized hour-long sessions available for employers

Any questions?

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