Marketing Update

CAC Bike / Pedestrian
Subcommittee Update –
9/21/2021





BIKE MONTH 2021 RESULTS

- **Pledges** 818
 - 27% increase from 2020
- **Strava Growth** 73 new members
 - 41% growth
- **Days Pledged** 14,666
- Miles Pledged 85,547
- Website Views 8,857
- **Social Media Impressions** 1.3 million



RIDESHARE WEEK 2021

- Theme Drive Less, Smile More
 - Emphasize how ridesharing has many benefits to make you smile
- Rideshare Modes Promoted all alternate commute modes
 - Bike, Walk, Telework, Bus, Train, Carpool, Vanpool
- Purpose why participants will want to pledge
 - Pledge to rideshare during week for chance to win prizes



RIDESHARE WEEK 2021

- Active Transportation promoted
 - Included as a Rideshare mode
- **Prizes** one entry per participant
 - Apple Watch SE
 - AirPods Pro
- Sponsor making prize drawing possible
 - Spectrumotion TMA Irvine
- Regional Theme multiple agencies utilizing
 - Includes LA Metro (LACTMA)



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!

MARKETING GOALS & OBJECTIVES

- What does success look like for OCTA?
 - General goals:
 - Increase ridesharing in Orange County
 - Educate about benefits of ridesharing
 - Engage our employers

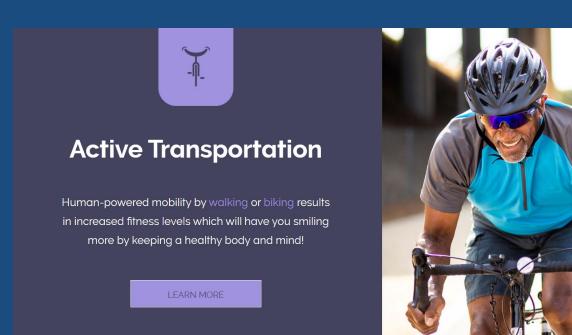
Objectives:

- Receive 70% of 2019 participation pledges (adjusted for pandemic)
- Increase ride match Participation by 5%
- Increase social media reach by 5%



OCTA MARKETING TACTICS

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



Any questions?

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