

P L A Y



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LET'S BIKE

CELEBRATE NATIONAL
BIKE MONTH





Let's Bike

CELEBRATE NATIONAL BIKE MONTH

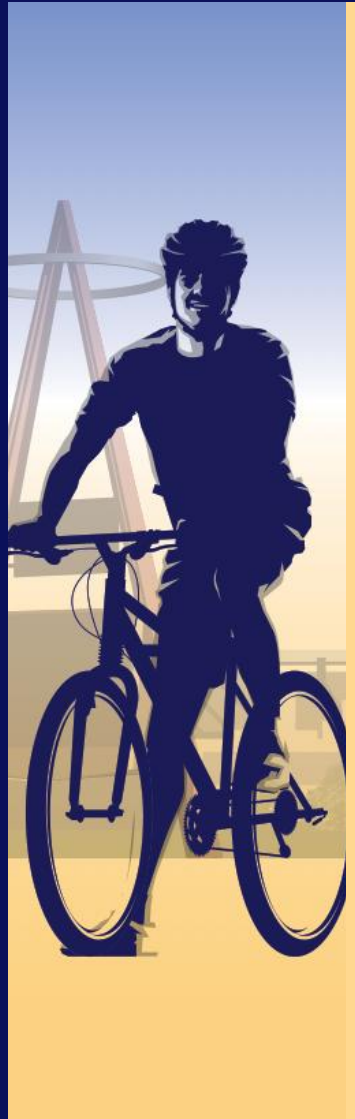


- **According to the League of American Bicyclists, 40% of total trips are under 2 miles.**
- **2010 Census American Community Survey- Commuting to work makes up less than 20% of all trips.**





National Bike Month



- **National Bike Month**
- **Demographics**
- **Strategies**





Goals

- **Increase Bike Month pledges by 10%**
- **Increase first time participation for Bike to Work promotions**



Goals Continued

- **Provide education for biking and sharing the road.**
- **Increase the number of employers rallies during Bike to Work Week**
- **Increase partnerships with cities, employers, and sponsors**





OCTA Bike Festival

Kick off Bike Month by riding to the festival!



**Sunday, April 29
9:00am – 1:00pm
Huntington Beach
Pier Plaza**

What's a bike festival?

- **Bicycle safety and inspections**
- **Demonstrations**
- **Product information**
- **Raffles prizes**





Angels Game Day Ride

Join us on a ride to the Angels Game!



**Sunday, May 6
10:00 a.m. – 4:00 p.m.
Angels Stadium**

How do I register?

- www.octa.net/bike
- Buy a discounted Angels ticket
- Ride to the game
- Drop your bike at the valet station
- Get free lunch
- Watch the game





OCTA Bike Rally

Join the OCTA Bike Rally!



**Thursday, May 10
7:30 a.m. – 9:00 a.m.
OCTA Headquarters**

**Ride from the Orange Metrolink
station to OCTA Headquarters.**





Bike to Work Week

Why bike to work?

- Win great prizes!
- Save \$ on gas!
- Get a workout!
- Feel great
- Pledge online - www.octa.net/bike

**Bike to Work Week
May 14-18, 2012**





Thank You to Our Sponsors!





Marketing Materials

Why pledge?

- Receive a \$25 coupon
- Win great prizes
 - Bikes
 - Oakley gear
 - Gift cards
 - Bike to Work Tech shirts
 - Other cool prizes

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**PLEDGE TO RIDE,
GET A \$25 DISCOUNT COUPON AND YOU COULD WIN PRIZES.**

OCTA BIKE FESTIVAL
SUNDAY, APRIL 29TH
9:00a.m. - 1:00p.m.
Head to the beach for a day of fun in the sun. Enjoy a complimentary bike wash, bike tune-up, and more. Register online at octa.net/bike. Space is limited!

GAME DAY BIKE RIDE
SUNDAY, MAY 6TH
10:00a.m. - 1:00p.m.
Join OCTA for a game day bike ride sponsored by the Oakland Athletics. Enjoy a complimentary bike wash, bike tune-up, and more. Register online at octa.net/bike. Space is limited!

OCTA BIKE RALLY
THURSDAY, MAY 10TH
7:00a.m. - 9:00a.m.
Celebrate National Bike Month with OCTA members. Enjoy a complimentary bike wash, bike tune-up, and more. Register online at octa.net/bike. Space is limited!

BIKE TO WORK WEEK
MAY 14TH-18TH
Enjoy your ride and your great bike. Make one or more days this week for a healthy commute. Help promote the great advantages of a great bike ride to work. The better you feel, there is no better time to ride your bike.

OCTA
All are encouraged.

SAISER PERMANENTE **OAKLEY** **RECYCLED** **octa.net/bike** **SHIMANO** **RECYCLED** **HYDROFLASK**





Marketing Materials

- **Year-round poster**
- **Continue to promote ridesharing**
- **Take as many as you need!**





Marketing Materials

CELEBRATE NATIONAL BIKE MONTH

JOIN US AT THESE FREE EVENTS



OCTA BIKE FESTIVAL SUNDAY, APRIL 29

9:00a.m. - 1:00p.m.
Huntington Beach Pier Plaza

Ride your bike to the festival and spend a day of fun in the sun. Learn about bike safety, receive a free inspection, win great prizes and get your bike ready for national bike month.

GAME DAY BIKE RIDE SUNDAY, MAY 6

10:00a.m. - 4:00p.m.

Join OCTA for a pre-game tailgate party sponsored by JAX Bicycle Center. Leave your car at home and ride your bike to the Angels Game. Get a discount game ticket, a sponsored lunch, and use our bike valet service. Register online at octa.net/bike. Space is limited!



OCTA BIKE RALLY THURSDAY, MAY 10

7:30a.m. - 9:00a.m.

Orange Metrolink Station to OCTA Headquarters. Show your support! Join countywide bicycle enthusiasts and CEO Will Kempton for a 3 mile bike ride to celebrate cycling and national bike month. Grab your helmet and let's ride.

BIKE TO WORK WEEK MAY 14-18

Ditch your car and ride your bike to work one or more days this week for a healthy commute. Add exercise to your workday instead of stress! The more you ride, the better you feel. There is no better time to start than now.



www.octa.net/bike

CELEBRATE NATIONAL BIKE MONTH



BIKE TO WORK, TO SCHOOL, TO SHOP, TO PLAY

LET'S BIKE

When you pledge online you'll receive a \$25 discount coupon and a chance to win great prizes.



www.octa.net/bike

Thank you to our Sponsors:





Marketing Materials

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OCTA ORANGE COUNTY TRANSPORTATION AUTHORITY

About OCTA Bus Train Freeways & Streets 91 Express Lanes Plans & Programs Share the Ride

Home » Employer Transportation Symposium

CELEBRATE NATIONAL BIKE MONTH

LET'S BIKE

PLEDGE TO RIDE, GET A \$25 DISCOUNT COUPON AND YOU COULD WIN PRIZES!

Anyone can bike! Ride to work, to school, to shop, to play. Dust off your bike and give your car a rest. You won't believe the money you'll save. This year, OCTA is adding whole new levels of support to encourage people to get out of their cars and onto their bikes. May is National Bike Month and we have special events and promotions beginning April 29th going through Bike to Work Week, May 14th - 18th. Everyone who pledges to participate and track their biking miles online is automatically entered into a countywide raffle to win great prizes! **The more you bike, the better you'll feel. There's no better time to start than now!**

- OCTA Bike Festival, Sunday, April 29th - 9:00a.m. - 1:00p.m.**
Huntington Beach Pier Plaza. Ride your bike to the festival and spend a day of fun in the sun. Learn about bike safety, receive a free inspection, win great prizes and get your bike ready for national bike month.
- Game Day Bike Ride, Sunday, May 6th - 10:00a.m. - 4:00p.m.**
Join OCTA for a pre-game tailgate party sponsored by JAX Bicycle Center. Leave your car at home and ride your bike to the Angels Game. Get a discount game ticket, a sponsored lunch, and use our bike valet service. Register online at octa.rides.com. Space is limited!
- OCTA Bike Rally, Thursday, May 10th - 7:30a.m. - 9:00a.m.**
Orange Mercedes Station to OCTA Headquarters. Show your support! Join countywide bicycle enthusiasts and CEO Will Kempton for a 3 - mile bike ride to celebrate cycling and National Bike Month. Grab your helmet and let's ride.
- Bike to Work Week, May 14 - 18**
Ditch your car and ride your bike to work one day, or two, for a healthy commute. Add exercise to your workday instead of stress!
- Bike to Work Day, Friday, May 18th**
Join cyclists nationwide and ride to work on Bike to Work Day. Everyone who pledges gets a \$25 discount coupon as well as a chance to win great prizes!

PLEDGE TODAY!

SCHOOL

CELEBRATE NATIONAL BIKE MONTH

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CLICK FOR MORE INFO

CELEBRATE NATIONAL BIKE MONTH

\$25 OFF

any purchase of \$50 or more at Jax Bicycle Center

Coupon must be presented at time of purchase. Not valid with any other offers, promotions, coupons or discounts. Coupon expires May 31, 2011. Not valid on prior purchases. Discount applies to a single purchase over \$50.

jaxbicycles.com
Find us on Facebook and become a fan.

Style #900208





What can I do?





Social Media

Check out the OCTA pages:

- www.facebook.com/octasharetheride
- www.twitter.com/octasharetheride



facebook.

You Tube

twitter





Outreach Efforts



- **Grassroots**
 - Events, employers, schools and advocates
- **CEO Challenge**
 - Will Kempton challenges cities and employers to bike competition
- **Online & Print**
 - National Bike Month pledge page, safety information, bike maps, and bus fleet advertising
- **Social Media**
 - OCTA Facebook, Twitter and Youtube





Important Dates



- **Bike Festival: April 29th**
- **Game Day Bike Ride: May 6th**
- **OCTA Bike Rally: May 10th**
- **Bike to Work Week: May 14th-18th**
- **Campaign Launch Date: March 29th**
- **Last Date of Pledge: May 31st**
- **Winners Announced: June 8th**





QUESTIONS!?

Thank you!

Let's BIKE!!

