



# 2010 Bike to Work Program

# Goals

- Leverage national awareness
- Raise interest in bicycling
- Build support for bicycling
- Highlight OCTA's role



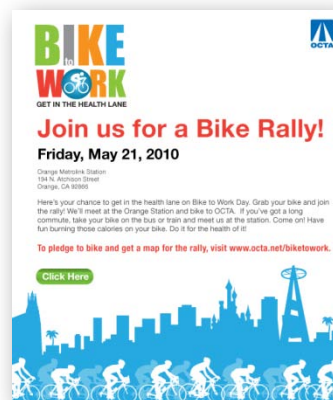
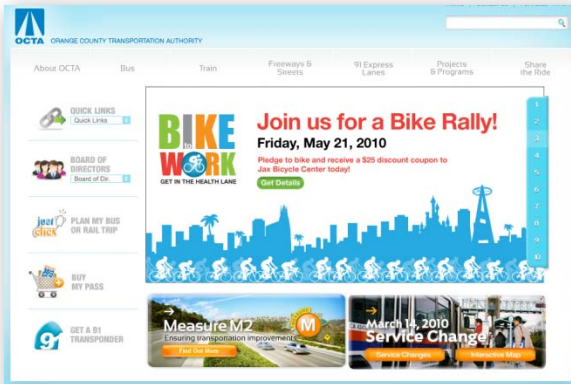
# Campaign Highlights

- Bike rally media event
  - Stakeholders and public
- Countywide participation
  - Employers, universities, local governments



# Promotion and Outreach

- Invitation from CEO
- Outreach materials
- Bus advertisements
- E-marketing
- Press releases
- Sponsorships



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