

2016 Bike Month

MAY IS BIKE MONTH

pedal OC to work, school and play



Bike Month and Bike to Work Week

- OCTA is encouraging people to ride to work
- Our webpage will take pledges
- BTWW is May 16 – 20
- National Bike to Work Day is Friday, May 20
 - Metrolink will offer FREE rides to anyone who brings a bike on board 5/16 – 5/20
- Apps for bicycling –



Let's ROLL
2016 Bike Month

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OCTA BIKE FESTIVAL
Sunday, April 24
Time: 9 a.m. – 1 p.m.
Huntington Beach Pier Plaza

OCTA BIKE RALLY
Thursday, May 12
Time: 7:30 a.m.
Orange Metrolink Station to OCTA Headquarters

BIKE TO WORK WEEK
May 16 - 20
Bicyclists Ride Metrolink FREE

PLEDGE
for a chance to win prizes, discount coupons from Jax Bicycle and a new iPad!

Other events:

UCI Spring Bike Festival
Tuesday, May 10 & Wednesday, May 11
10 a.m. – 3 p.m.
Aldrich Flagpoles, UC Irvine

Laguna Beach Bike Rodeo
Sunday, May 15
11:30 a.m. – 2:30 p.m.
551 Forest Avenue
Laguna Beach Police Station

Blessing of the Bikes
Monday, May 16
7 a.m. – 9 a.m.
Santa Ana Metrolink Station

Ride with Caltrans
Tuesday, May 17
8:30 a.m.
Tustin Metrolink to Caltrans Offices

Ride of Silence
Wednesday, May 18
6:30 – 8:30 p.m.
Irvine, Fullerton, San Clemente, Orange

Experience Hoover
Saturday, May 21
10 a.m. – 2 p.m.
Westminster, CA
Hoover St. and Sigler Park

octa.net/BikeMonth

#BikeMonthOC

Bike Month 2016

- Promotions/Media

- Print materials – posters/flyers, Ads – print, Pandora

- OC Register
- Coast Report
- HB Independent
- HB Wave
- Orange City News
- Western Sun (Golden West)

- Radio

- Monday, (5/9) KOST FM 103.5
- Sunday, (5/22)
 - KIIS FM, KYSR FM 98.7
 - KLAC AM 570, KRRL FM 92.3

- Email blasts

- Social media

- Partnerships

- Elux Bikes
- Bosch
- SCAG Op/Ed Director Murray



Bike Month 2016

• Tactics to Help Promote Bike Month

- Encourage others to attend Bike Festival in Huntington Beach
- Join the OCTA Bike Rally – May 12, 2016
- Bike to Work Week May 16 – 20 Ride Metrolink **FREE**
- Pledge to Ride and win an iPad, a commuter bike, and other prizes



OCTA BIKE FESTIVAL

Huntington Beach Pier Plaza

Sunday, April 24 Time: 9 a.m. – 1 p.m.



BMX Freestyle



Bike Month 2016

OCTA Bike Rally 2016



Let's ROLL
2016 Bike Month

OCTA BIKE RALLY!

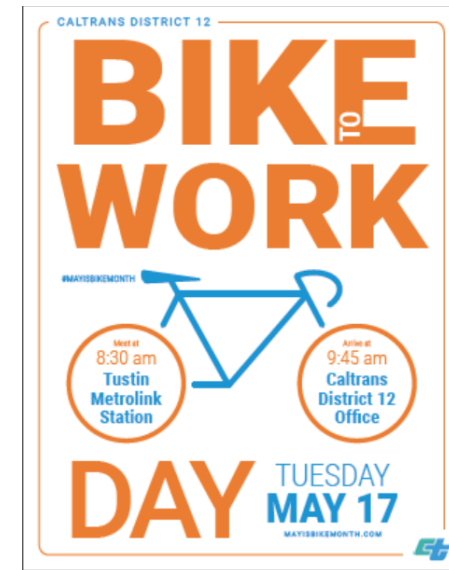
May 12, 2016 • 7:30 a.m.
Orange Metrolink Station to OCTA Headquarters

PLEDGE for a chance to win prizes, discount coupons from Jax Bicycle and a new iPad!
ROLL to the rally!
Free t-shirts, food and prize drawings at the finish line.

THE BICYCLE OCTA JAX BICYCLE octa.net/BikeMonth

Other Bike Month Events

- Employee Transportation Coordinators (ETC) Training
- Blessing of the Bikes in Santa Ana
- Caltrans Ride from Tustin Metrolink Station
- Ride of Silence (Orange)
- Brake the Cycle
- Ride for Rawanda
- Westminster: Experience Hoover Street



Other Bike Month Events



- UCI Bike Festival
- LB Bike Rodeo
- ROS (Orange)
- Tustin PD Bike Safety
- Experience Hoover St.



OCTA Supports Active Transportation through Bike Month

- Almost 800 pledges to ride during bike month
- OCTA Bike Festival was well attended as always
- Safety Awareness
 - “Brake the Cycle”
 - Bike lights to attendees and participants to events
- OCTA Bike Rally – over fifty riders participated

Thank You

***Thank you to all for supporting
Bike Month!***