

RIDESHARE  
BIKE &  
PEDESTRIAN  
SAFETY

PLAY  
IT  
SAFE



# UPDATE

- Launch: January 2018



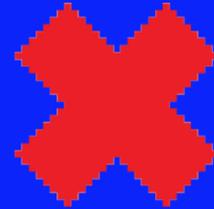
# GRANT



**YOU KNOCKED DOWN A PEDESTRIAN**

REMEMBER TO COME TO A COMPLETE  
STOP AT TRAFFIC CROSSINGS

**TRY AGAIN?**



**YOU WERE TOO CLOSE**

REMEMBER TO KEEP 3 FEET  
AWAY FROM CYCLIST

**TRY AGAIN?**

# GAME



# BIKE MONTH

- 2017: Strava Club
  - 2018: Strava Challenge
    - Don't have to join
    - Geotargeted
- 2017: OCTA Bike Festival at Dana Point Grand Prix
  - 2018: OCTA Bike Festival back in HB
    - Still involved in Dana Point Grand Prix