

# Bicycle/Pedestrian Safety Bike Month 2016

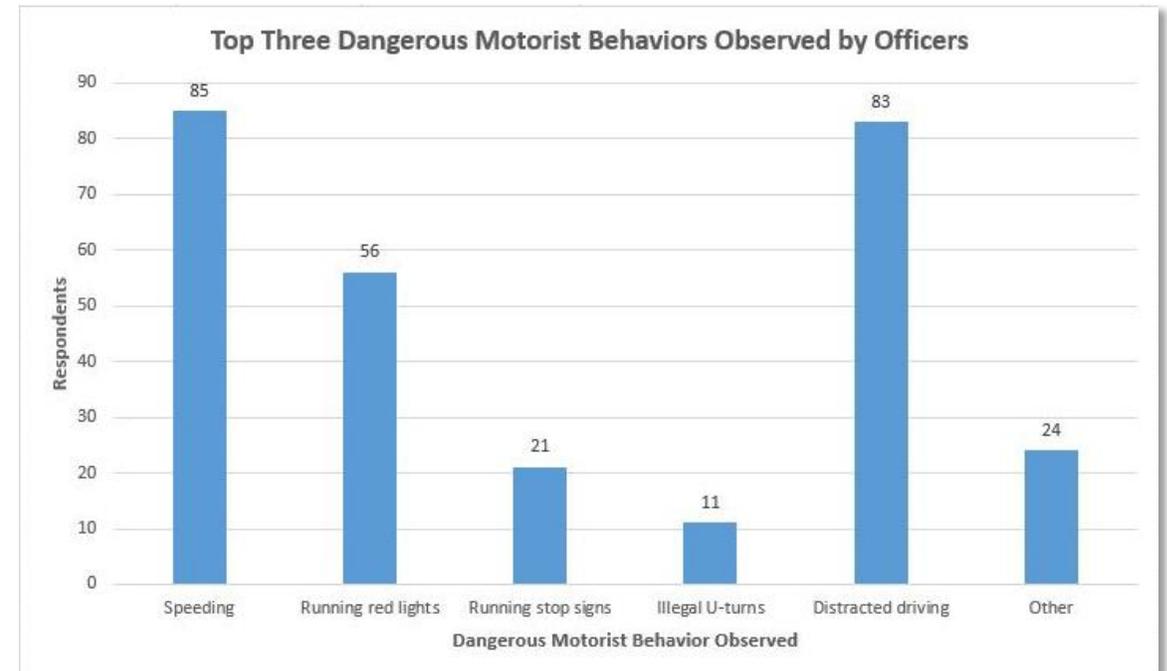
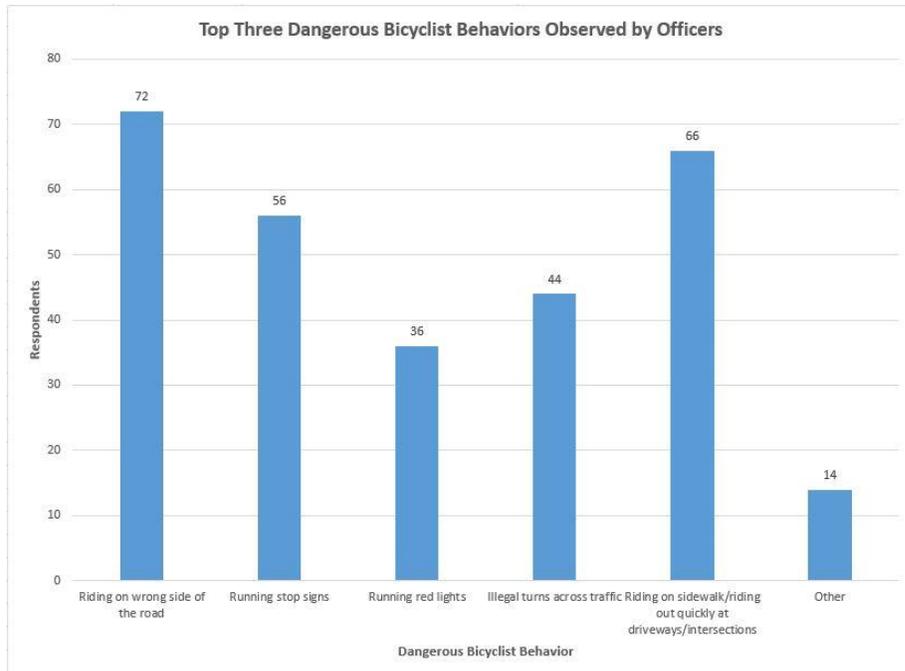
Bicycle and Pedestrian Subcommittee Meeting  
March 15, 2016  
Marlon Perry

# Brake the Cycle

- Reduce the “cycle of blame”
  - Collect data from OC law enforcement officers
  - Use data to develop brochure messaging
  - Promotions:
    - Video, social media, email, web, radio, partnerships and outreach events

# Brake the Cycle

- Data Collection/Survey
  - Surveyed over 100 law enforcement officers in OC



# Brake the Cycle

- Pledge

- Goal is to collect over 1,000 pledges
- The pledge will provide us with an angle for further media coverage/earned media



### Safety Pledge: Brake the Cycle

By making this pledge to brake the cycle, you're joining others in Orange County who are working to keep our roadways and communities a safe place to commute.

**As a motorist, bicyclist, and/or pedestrian, I pledge to\*:**

Pay attention to my surroundings, abide by the posted road signs and follow the speed limits.

**Zip Code**

**Gender**

Female

Male

# Brake the Cycle

- Campaign Creative

Do your part to #BraketheCycle for Safer Streets

					
<b>Be Alert</b> Always pay attention to your surroundings	<b>Avoid Distractions</b> Avoid using your phone while driving, biking, or walking	<b>Mind the Signs</b> Obey red lights, stop signs and all posted signs	<b>Ride with Traffic</b> Ride in a bike lane with the flow of traffic	<b>Use Crosswalks</b> Cross intersections and roadways safely	<b>Obey Speed Limits</b> Drive the speed limit safely

Take the pledge for safer Orange County streets.

Enter to win an MGM Resorts Las Vegas experience!




octa.net/SaferStreets

**DID YOU KNOW?**

<p><b>MOTORISTS</b></p>  <p><b>Speeding</b> 88% of OC officers report speeding as the most dangerous driving behavior</p>  <p><b>Distanced Driving</b> 85% of OC officers say that distractions, like cell phones, are the most dangerous behavior on the roads</p>	<p><b>BICYCLISTS</b></p>  <p><b>Riding Against Traffic</b> Majority of officers report collisions due to bicyclists riding on the wrong side of the road</p>  <p><b>Riding on the Sidewalk</b> Collisions with pedestrians often occur when bicyclists ride on the sidewalk</p>	<p><b>PEDESTRIANS</b></p>  <p><b>Jaywalking</b> 1 in 2 officers agree crossing illegally is the riskiest behavior for a pedestrian</p>
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## Brake the Cycle



As more people drive, bike and walk on our roadways, sidewalks and bike paths it's important that everyone take responsibility to make and keep our roads safe.

It's your turn to "Brake the Cycle" of blame between motorists, bicyclists and pedestrians. We share the streets and we need to keep them safe for everyone. Respect is a two-way street.

More than 2,500 collisions were reported last year in Orange County between motorists and bicyclists or pedestrians. A recent survey of more than 100 Orange County patrol officers revealed that several dangerous behaviors occur too often, and put us all at risk. Speeding, distracted driving, jaywalking, and riding on the wrong side of the road are all examples of behaviors we can put a stop to.

Learn more about the dangerous behaviors to avoid and how you can help keep our streets safer. Join us to brake the cycle for safer streets in Orange County and take the safety pledge below!

Safety Pledge	+
Dangerous Behaviors to Avoid	+
SafetyResources	+

# Bike Month 2016

- Bike Month 2016
  - Theme/creative
  - Events
  - Promotions/media strategy



# Bike Month 2016

- Bike Month 2016: Let's Roll
  - Theme/creative



# Bike Month 2016

- Events

- Bike Festival in Huntington Beach – Sunday, April 24 from 9am – 1pm
- OCTA Bike Rally – Date TBD
- Blessing of the Bikes – Date TBD
- Bike to Work Week – May 16 – 20
- Ride of Silence – May 18
- Westminster: Experience Hoover Street – May 21

# Bike Month 2016

- Promotions/Media
  - Print materials – posters/flyers
  - Ads – print, social, radio, Pandora, other
  - Email
  - Social media
  - Partnerships

The screenshot displays the Facebook page for 'OCTA Share the Ride', a Government Organization. The page header includes navigation links for Page, Messages, Notifications, Insights, Publishing Tools, Settings, and Help. The profile picture is a green square with a white car icon, and the cover photo shows a man holding a 'SHARE THE RIDE' sign next to a white van with a wheelchair ramp. The main post, published by Nathan Wheadon on February 24 at 8:38am, features a photo of a person on a bicycle with a child in a stroller. The post text reads: 'The California Bicycle Coalition has a plan for the state to include rebates on bicycles as part of the Clean Vehicle Rebate Project.' Below the photo, the text asks 'Should California give subsidies to people buying bicycles?' and notes that California bike people want to change the state's clean-vehicle rebate rules. The right sidebar shows a 'Promote' section with statistics for 'THIS WEEK': 24 Post Reach, 11 Post Engagement, 0 Website Clicks, and 0 of 0 Response Rate. Below this is a 'Recent' year selector and a 'See Your Ad Here' section with a 'Boost Post' button.