

# Marketing Update

CAC Bicycle / Pedestrian  
Active Transportation  
Subcommittee Update –  
9/20/2022

Kristopher Hewkin  
Senior Marketing Specialist



# RIDESHARE WEEK 2022

- **Theme** – Drive Less, Smile More
  - Reusing last year’s slogan in regional joint effort with LACMTA/IE Commuter
- **Rideshare Modes Promoted** – all alternate commute modes
  - Bike, E-Bike, Scooter, Walk, Telework, Bus, Train, Carpool, Vanpool
- **Purpose** – why participants will want to pledge
  - Pledge to rideshare during week for chance to win prizes



# RIDESHARE WEEK 2022

- **Active Transportation promoted**
  - Included as a Rideshare mode
- **Prizes** – one entry per participant
  - Apple Watch SE
  - AirPods Pro
- **Sponsor** – making prize drawing possible
  - Spectrumotion TMA – Irvine



**Get Active and Bike or  
Walk**

Increase your fitness level and grin more by biking or walking to  
your destination!

# MARKETING GOALS & OBJECTIVES

- **What does success look like for OCTA?**
  - **General goals:**
    - Increase ridesharing in Orange County
    - Educate about benefits of ridesharing
    - Engage our employers
  - **Objectives:**
    - Increase participation pledges by 3%
    - Increase social media reach by 3%
    - Increase page views by 3%



# OCTA MARKETING TACTICS

- **Pledge form**
- **Digital marketing channels**
  - Social media
  - Email
  - Website
- **Print marketing channels**
  - Bus advertising



**Ride OC Bus or  
Metrolink**

There's plenty of time to smile and relax when you let OC Bus or  
Metrolink do the driving!



# Youth Ride Free

- Age 6 to 18 ride OC bus for free
- Started 6-month pilot in September 2021
  - Extended indefinitely
- Partnering with schools and parents to distribute



# Other Projects

## E-Bike Safety Video

- Aimed at younger audiences
- Production to begin in October

## OC Flex App

- Get two free rides through 9/30/2022
- Use Promo Code: RIDEFREE

## OC Streetcar

- 4.15-mile streetcar project launch in 2024
- Connects to Metrolink and OC Bus service

## OC Go

- Half-cent sales tax for transportation improvements in OC

**Any questions?**

**Kristopher Hewkin  
OCTA  
Senior Marketing  
Specialist**

**khewkin@octa.net  
714-560-5331**

