

Marketing Update

CAC Bike / Pedestrian
Subcommittee Update –
9/21/2021

 OC RIDESHARE



BIKE MONTH 2021 RESULTS

- **Pledges - 818**
 - 27% increase from 2020
- **Strava Growth – 73 new members**
 - 41% growth
- **Days Pledged - 14,666**
- **Miles Pledged – 85,547**
- **Website Views - 8,857**
- **Social Media Impressions – 1.3 million**



RIDESHARE WEEK 2021

- **Theme** – Drive Less, Smile More
 - Emphasize how ridesharing has many benefits to make you smile
- **Rideshare Modes Promoted** – all alternate commute modes
 - Bike, 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 2021

- **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
- **Regional Theme** – multiple agencies utilizing
 - Includes LA Metro (LACTMA)



Active Transportation

Human-powered mobility by [walking](#) or [biking](#) results in increased fitness levels which will have you smiling more by keeping a healthy body and mind!

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:**
 - Receive 70% of 2019 participation pledges (adjusted for pandemic)
 - Increase ride match Participation by 5%
 - Increase social media reach by 5%



OCTA MARKETING TACTICS

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



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Any questions?

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