

Bike To Work Month Update

Video Presentation

**SWAP
YOUR RIDE
ORANGE COUNTY
BIKE
MONTH
MAY 2013**



National Bike Month 2013



Goals: National Bike Month

- Increase online pledge participation by 10 percent
- Create new social media interaction (Instagram)
- Increase **first time** participation
- Provide education for safe bicycling
- Increase employer bike rallies
- Increase bike friendly communities and businesses

Strategy: National Bike Month

- Employer outreach
- Bike month videos
- Social media campaigns and contests
- Bus, print, and digital advertising
- Events and promotions

BIKE MONTH 2013



Events: National Bike Month 2013



When:

April 28, 2013

9:00 a.m. – 1:00 p.m.

Where:

Huntington Beach Pier Plaza



When:

May 16, 2013

7:30 a.m. – 9:00 a.m.

Where:

**Orange Metrolink Station to
OCTA Headquarters**

Districts 1 and 2 Bikeways Collaborative

- Created project development team of technical staff
- Stakeholder outreach to be conducted in spring and summer of 2013
- Ongoing development of regional bikeways strategy
- Update to the Board of Directors in July 2013



Bike Share Pilot Program

Goals:

- Create a first and last mile transit program
- Complement existing transit (bus and rail)
- Pilot an active transportation program between transit and local schools



Fullerton Pilot Program

- 15 Stations, 165 Bikes connecting:
 - Fullerton Metrolink Station
 - Downtown Fullerton
 - Fullerton College; Hope International; California State University, Fullerton
 - Employment centers



Next Steps

- Develop site plans with stakeholders
- Finalize station permits
- Phase 1 launch in May 2013

