

Bike Month 2023 Recap

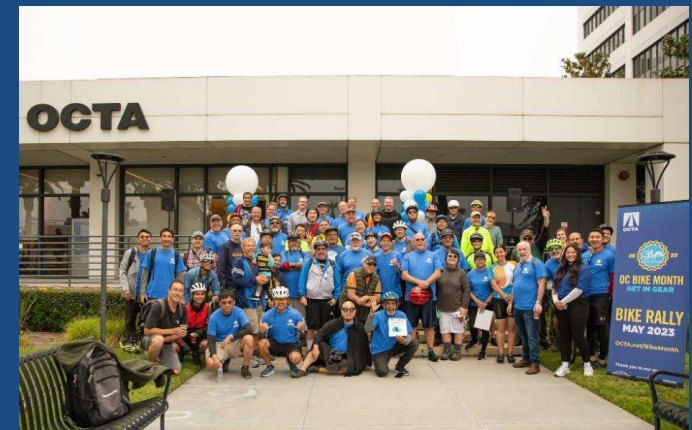
CAC Bicycle and Pedestrian
Active Transportation
Subcommittee Update -
6/20/2023

Kristopher Hewkin
Sr. Marketing Specialist



BIKE MONTH 2023 BACKGROUND

- **Bike Month 2022:** took place in May 2022 with challenges by week
- **2023 Challenges:** 4 challenges (fun, fitness, work, shop) and 1 for joining Strava club
- **Theme:** OC Bike Month 2023: Get in Gear
- **Sweepstakes:** up to five entries for participating in all challenges
- **Bike Rally** – took place on Bike to Work Day, Thursday, May 18th



BIKE MONTH 2023 COLLATERAL

Bus Interior Cards



OC BIKE MONTH GET IN GEAR 2023



**Pledge to ride your bike in May
for a chance to WIN!**

OCTA.net/BikeMonth

No purchase or payment necessary. See Official Rules for details.




GRAND PRIZE
Trek Verve 1 Disc
Lowstep Bike
(\$679.99 retail value)


Thanks to our sponsors:



Bike Month Website



National Bike Month is an annual celebration held every May across the United States. The purpose is to promote the numerous benefits of cycling and inspire more people to embrace this healthy, environmentally-friendly, and enjoyable mode of transportation.



PLEDGE TO WIN

Pledge to bike in May for a chance to win one of two excellent prizes!

- Trek Verve 1 Disc Lowstep Bike - \$679.99 retail value
- Bontrager Ion Elite R Front Bike Light - \$119.99 retail value

Participate in each of our four challenges and join our Strava Club for a maximum of five entries!

[PLEDGE NOW](#)

No purchase or payment necessary. See Official Rules for details.

BIKE MONTH 2023 COLLATERAL

Facebook Ad

OCTA

20  23

OC BIKE MONTH
GET IN GEAR

GRAND PRIZE
\$679.99 retail value

Pledge to ride your bike in
May for a chance to **WIN!**

Bike Month Poster

OCTA

20  23

OC BIKE MONTH
GET IN GEAR

Pledge to ride your bike in May for a chance to win one of two fantastic prizes!
Participate in each of our four challenges and join our Strava club to receive the maximum of five entries. All pledges also receive a coupon from Jax Bicycles!

GRAND PRIZE
Trek Verve 1 Disc Lowstep Bike
(\$679.99 retail value)

RUNNER-UP PRIZE
Bontrager Ion Elite R Front Bike
Light (\$119.99 retail value)

CHALLENGES

- #1 Bike to Work or School**
Improve your commute with a bike trip!
- #2 Bike to Shop**
Head to your favorite store on your bike!
- #3 Bike for Fun**
Bike to see a movie or to your favorite restaurant!
- #4 Bike for Fitness**
Check out one of OC's many trails or beat a personal distance record!

Pledge now to enter to win!
OCTA.net/BikeMonth

Thanks to our sponsors:



No purchase or payment necessary. See Official Rules for details.

Bike Rally Flyer

OCTA

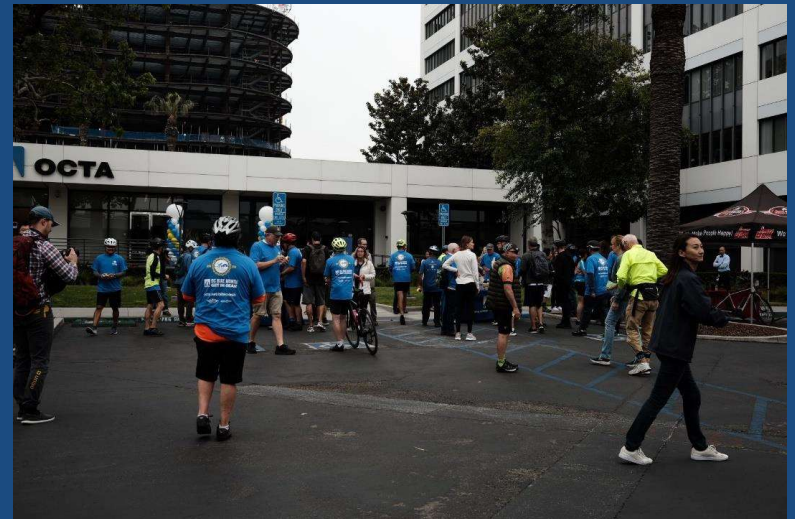
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OC BIKE MONTH
GET IN GEAR

MAY 18
OCTA Bike Rally
7:30am-9:00am
Orange Metrolink Station
Food, T-shirts, Prizes!

GOALS & OBJECTIVES

- Increase bicycle commuting in Orange County
- Further awareness of bicycle safety best practices
- Receive 3% more participation pledges
- Grow Strava club participation by 3%
- Strengthen relationships with Employee Transportation Coordinators who promote program to employees



BIKE MONTH 2023

- **Prizes**

- Grand Prize: Trek Verve 1 Disc Lowstep Bike (\$679.99 retail value)
- Runner-Up Prize: Bontrager Ion Elite R Front Bike Light (\$119.99 retail value)



- **Entries**

- Four entries for participating each week
- Additional entry for joining Strava club

- **Sponsors:**

- Jax Bicycle Center and Spectrumotion



Bike Rally – May 18th

- **Background**
 - OCTA coordinated a 3-mile group ride from the Orange Metrolink Station to OCTA Admin that included speakers, snacks and free t-shirts
- **Attendees**
 - An estimated 75 participated (an OCTA record)
 - VIPs included OCTA CEO Darrell Johnson, OCTA Board of Directors Chairman Gene Hernandez and Vice Chairman Tam Nguyen. City of Orange Mayor Dan Slater was present as well



TACTICS

- **Online Pledge Form**
 - Used to track participation
- **Digital Marketing Channels**
 - Social Media
 - Email
 - Website
 - Strava bike club
- **Interior Bus Ads**



Enter to Win a Bike and More Great Prizes

Grand Prize Bike Worth \$679.99

Celebrate Bike Month and enter to win a bike worth \$679.99 or a \$119.99 bike light just by pledging to ride in May! [Pledge](#) on our website, and Jax Bicycles will provide you a coupon as a thank you.



Enter to Win Big Now!

RESULTS

- All surpassed 3% goals
- Pledges
 - 1,461 pledges, 3.6% increase over last year
- Strava Club
 - 79 new members, 22.0% increase
- Miles Pledged to Ride
 - 94,475, a 4.4% increase
- Page Views
 - 17,689, a 7% increase over last year

