

Marketing Update

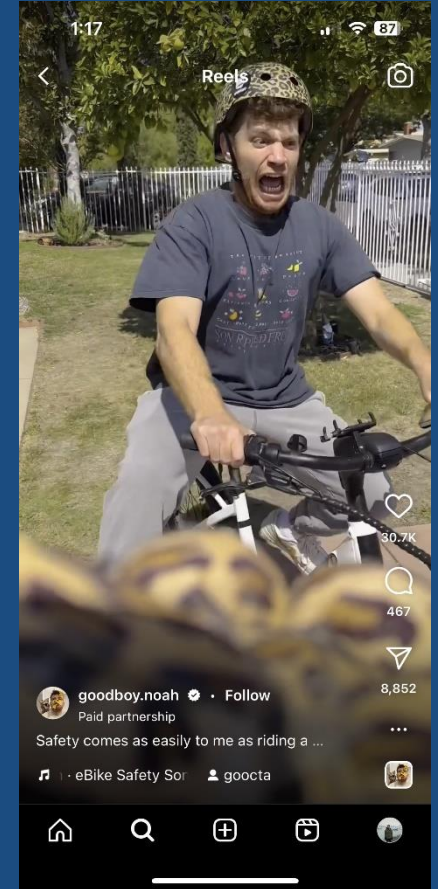
Bicycle and Pedestrian
Active Transportation
Subcommittee – 3/21/23

Kristopher Hewkin
Senior Mktg Specialist



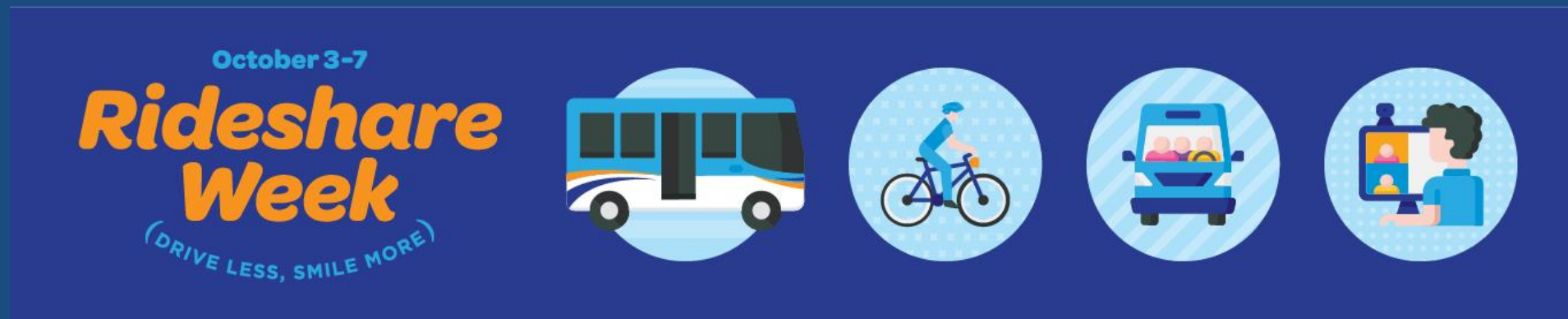
E-BIKE SAFETY EDUCATION VIDEOS

- **First video posted November 7, 2022**
 - Partnered with social media personality (813K Instagram followers) to reach younger audiences with humorous approach
- **Results**
 - 1.01 million Instagram views
 - 459,000 TikTok views
 - 665,405 Facebook / Instagram Impressions
 - 58,190 Snapchat views
- **More videos coming soon**
 - New contract to be awarded in April to produce additional videos



RIDESHARE WEEK 2022 RECAP

- **Theme** – Drive Less, Smile More
 - Reused 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 were motivated to pledge
 - Pledge to rideshare during week for chance to win prizes



RIDESHARE WEEK 2022 RECAP

- **Active Transportation promoted**
 - Included as a Rideshare mode
- **Prizes** – one entry per participant
 - Apple Watch SE
 - AirPods Pro
- **Sponsor** – made 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!

RIDESHARE WEEK 2022 RECAP

- **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!

RIDESHARE WEEK 2022 RECAP

- **Pledges** – 1,988 pledges total
 - 147 bike pledges (7.4%)
 - 145 walk pledges (7.3%)
 - 57 e-bike / scooter pledges (2.9%)
- **Website Views** – 9,620
- **Social Media Impressions** – 1.384 million, 514,842 reach, 10,419 clicks
- **Email** – 2,483 unique opens, 1,231 unique clicks
800 new subscribers



The graphic is a promotional poster for Rideshare Week 2022. It features a dark blue background with white and yellow text. At the top left, there are logos for 'goocla Sponsored' and 'OCTA'. At the top right, it says 'October 2-9' and 'Rideshare Week' in a stylized font, with a small 'x' icon. Below this, the text reads 'Pledge to rideshare for a chance to WIN great prizes!'. In the center, there is an image of an Apple Watch SE and a pair of white AirPods Pro. At the bottom, there are two columns of text: 'Apple Watch SE (\$279 retail value)' and 'AirPods Pro (\$249 retail value)', with a 'Learn more' button in the center.

goocla Sponsored
OCTA

October 2-9
Rideshare Week
(DRIVE LESS, WALK MORE)

**Pledge to rideshare
for a chance to
WIN great prizes!**

Apple Watch SE
(\$279 retail value)

AirPods Pro
(\$249 retail value)

Learn more

BIKE MONTH 2023

- **Theme** – OC Bike Month 2023: Get in Gear!
 - Potential synergy with LA Metro and VCTC considering using same theme
- **Timeline** – May is Bike Month
 - OCTA bike rally returns May 18th for first time since 2019
 - Bike to Work Week – May 15-19
 - Bike to Work Day – May 18 (Adjusted from May 19 for participation)
- **Trip Types Promoted** – promote biking for all purposes
- **Sponsors** – Jax Bicycles and Spectrumotion
- **Prizes** – will be awarded for pledge contest, rally attendance

BIKE MONTH 2023 LOGO



OC BIKE MONTH
GET IN GEAR



OC BIKE MONTH
GET IN GEAR

Any questions?

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