Marketing Update

CAC Bicycle / Pedestrian
Active Transportation
Subcommittee Update –
9/16/2025





RIDESHARE WEEK 2025

- Theme Every Ride Counts, Especially Yours
- 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 a prize package



RIDESHARE WEEK 2025

- Active Transportation promoted
 - Included as a Rideshare mode
- Prizes Commuter Essentials Kit
 - AirPods Pro, Battery Charger, Yeti Rambler, Kindle, OCTA bag
- Sponsor making prize drawing possible
 - Spectrumotion TMA Irvine



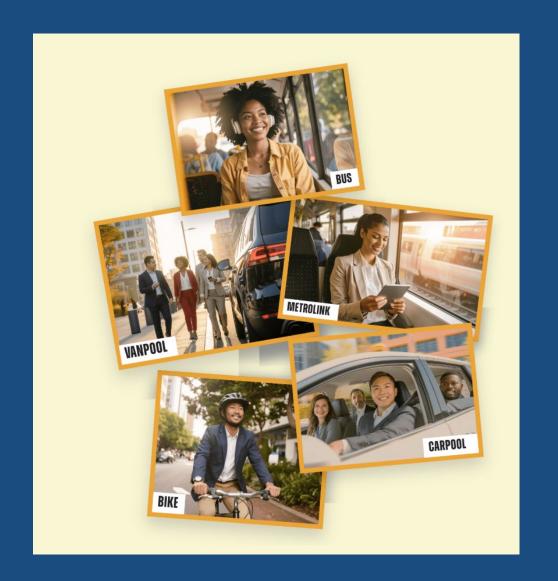
MARKETING GOALS & OBJECTIVES

- 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
 - Paid and organic
 - Email
 - Website
- Press release



Other Projects

E-Bike Safety Video Updates:

- Aimed at younger audiences
- Building on success of past videos
- One long-form live action video with multiple cut-downs
- Also ideal for educational classroom settings
- Promoted on Facebook, Instagram, YouTube, Hulu and in theaters
- Humorous BBC David Attenborough style nature documentary concept

Bike Map Updates:

- Updated bike map is undergoing final revisions
- Will be available shortly



Any questions?

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