

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



AirPods Pro 2
(\$199.00 retail value)



Battery Charger
(\$24.65 retail value)



Yeti Rambler
(\$35.00 retail value)



Kindle
(\$109.99 retail value)



OCTA Bag
(\$25.00 retail value)

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?

Kristopher Hewkin
OCTA
Senior Marketing
Specialist

khewkin@octa.net
714-560-5331

