

# Joint ETC Marketing Workshop

- Welcome
- April 8, 2026
- 9:00 am – 11:30 am



Ventura County  
Transportation  
Commission

# Virtual Meeting Details

## **Where is the “mute” button?**

Our moderator has the ability to mute all participants – this helps to eliminate background noise, etc.

## **Can you ask questions?**

Yes, at the end of each topic, the audience can use the “raise hand” icon, we’ll unmute your speaker, and you can ask a question. You may also use the “chat” feature to send us any questions.

## **Is this workshop being recorded?**

Yes – we will make the recording available to participants a few weeks after the workshop.

## **Do I have to participate in the entire workshop?**

Yes, if you would like to receive the Marketing Certificate, you are required to be engaged for the entire workshop and make note of the specific codes provided during the next two hours. ETCs will need to provide these codes in our follow-up evaluation – this is required prior to issuing the certificate.

# Agenda

- ✓ **Welcome & Introductions**
- ✓ **Bike Month Marketing**
- ✓ **Bike Share 4 Business (B4B)**
- ✓ **E-Bikes, Scooters and Safety ... Oh My!**
- ✓ **Break**
- ✓ **How To Market Metrolink**
- ✓ **ETC Rideshare Spotlight**
- ✓ **Vanpool Update**
- ✓ **Closing Remarks**

# Bike Month Marketing

**Kristopher Hewkin**

Sr. Marketing Specialist, OCTA



**Bike Month Marketing**

**Regional ETC Marketing  
Workshop**

**April 8, 2026**

**Kristopher Hewkin  
Senior Marketing Specialist  
OCTA**



# NATIONAL BIKE MONTH BACKGROUND

- **The League of American Bicyclists (formerly The League of American Wheelmen)**
  - Originally established in 1880 and met with antagonism from horsemen
  - Advocated for paved roads to improve cycling experience
- **National Bike Month**
  - Established in 1956
  - Showcases the many benefits of cycling
- **Goals**
  - Encourage more people to give biking a try
  - Have agencies nationwide promote campaign
  - Highlight biking for many different purposes



# AMERICAN BICYCLE CLUB, CIRCA 1880



# OCTA BIKE MONTH 2026 PLEDGE PROMOTION

- **Theme**
  - OC From a New Angle
- **Purpose**
  - Encourage individuals to ride for a multitude of different kinds of trips and emphasize different types of biking and the new perspective biking can bring
- **Promotion**
  - Earn entry to win prize for biking at least once during Bike Month in May
  - Prize - Soltera 2.5 E-Bike - \$1,199 retail value
- **Sponsors**
  - **Aventon** – also a 2024 sponsor, e-bike manufacturer
  - **Spectrumotion** – long-time sponsor partner, Irvine TMA



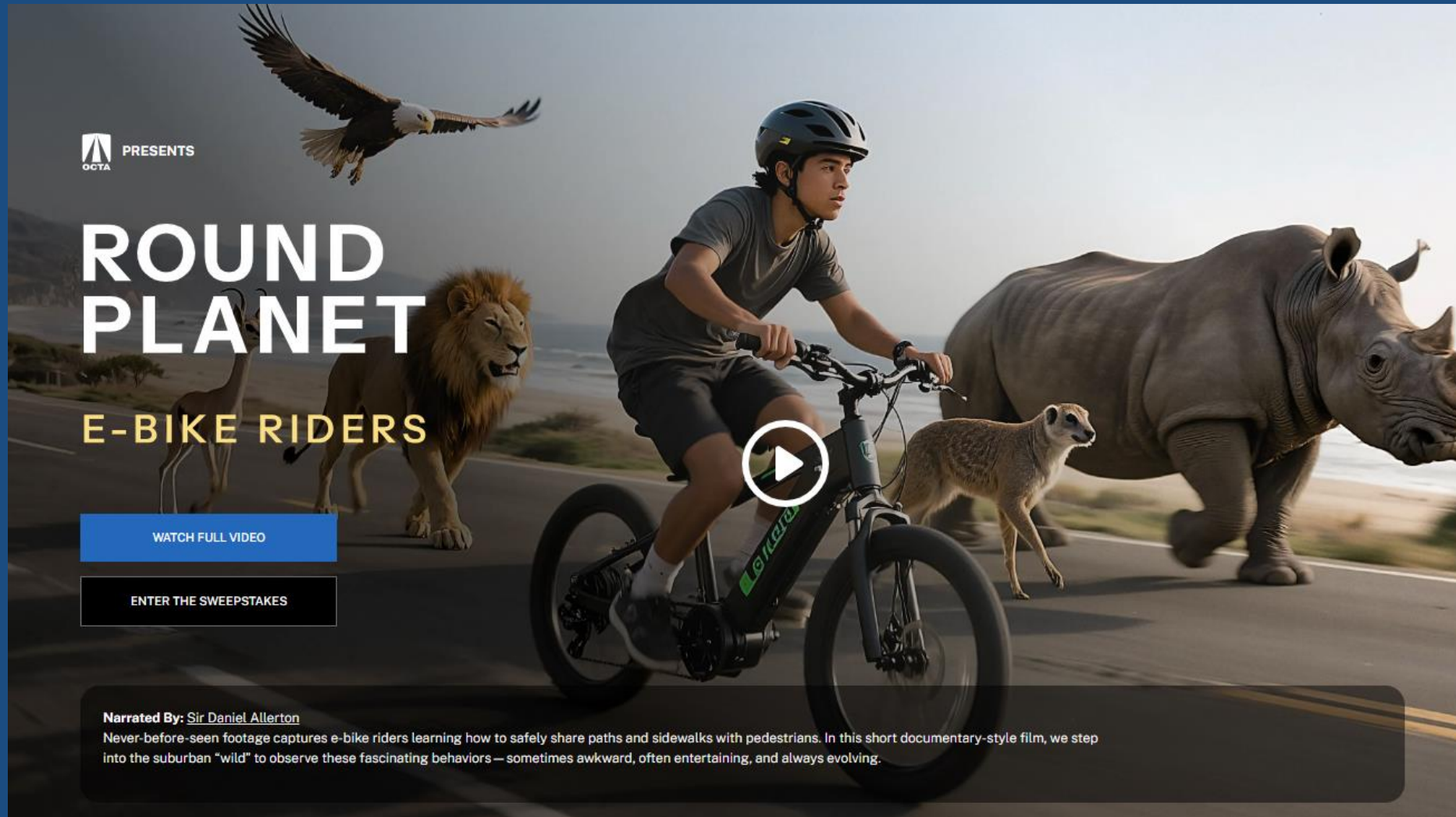
**AVENTON**

**spectrumotion**  
Better, Greener Commuting

# E-BIKE SAFETY FOCUS IN 2026

- **Safety is Key in 2026**
  - E-Bike Safety will be a large focus after primary message of prize giveaway
- **New Long Form E-Bike Safety Video**
  - Recently completed video will be promoted to deliver safety messages
  - Humorous take on BBC-style documentaries
  - Focuses on 8 e-bike safety message
- **Includes Drawings for Three \$100 Visa Gift Cards**
  - Agree to 8 safety messages in video to enter for a chance to win
  - Drawings: 4/17, 5/18, 6/15 and 7/15

# E-BIKE SAFETY VIDEO: ROUND PLANET



**OCTA** PRESENTS

## ROUND PLANET

### E-BIKE RIDERS

[WATCH FULL VIDEO](#)

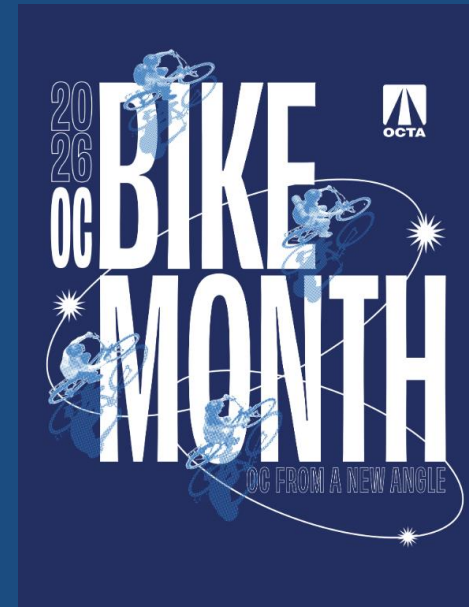
[ENTER THE SWEEPSTAKES](#)

**Narrated By:** [Sir Daniel Allerton](#)

Never-before-seen footage captures e-bike riders learning how to safely share paths and sidewalks with pedestrians. In this short documentary-style film, we step into the suburban "wild" to observe these fascinating behaviors — sometimes awkward, often entertaining, and always evolving.

# OCTA BIKE RALLY – MAY 13<sup>th</sup>

- **Background**
  - Following up highly successful 2025 OCTA Bike Rally
  - Group ride to OCTA Administrative Headquarters in Orange
- **Schedule**
  - Starts at 7:45am at the Orange Metrolink Station
  - Ends at 8:35am at OCTA Admin Offices
  - OCTA festivities from 8:35am-8:45am
- **Event Highlights**
  - T-shirts and refreshments for all riders
  - speakers at end of ride at OCTA
  - Prize drawings

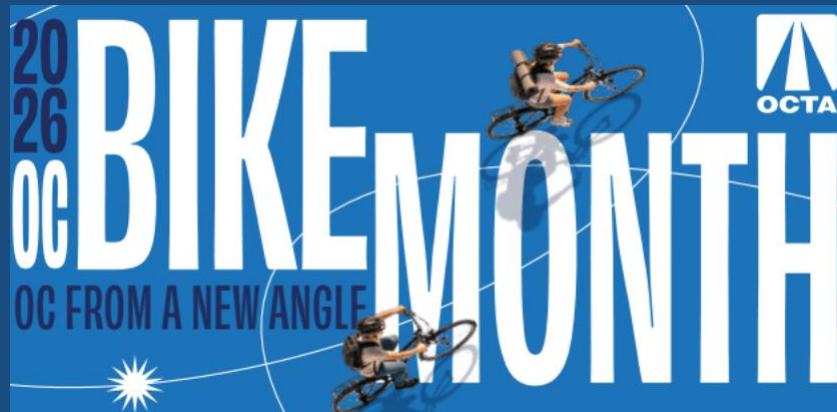


# OCTA BIKE RALLY – MAY 13<sup>th</sup>

- Grand Prize Pace 4 Step-Through E-bike - \$1,799 retail value



# IN PROGRESS COLLATERAL



# DETERMINING GOALS AND OBJECTIVES

- Properly defining desired outcomes is vital to success
- Aiming for SMART goals can help you do this



# OCTA BIKE MONTH 2026 GOALS

- At the end of a promotion, analyzing results is key to determining goals for next year
- **Pledges**
  - 4,099 pledges, 3% increase over 2025 pledge count of 3,979
- **Number of Bike Rally Participants**
  - 88, 10% increase over 2025 count of 80
- **Social Media Reach**
  - 794,236, 3% increase over 2025 count of 771,102
- **Website**
  - 46,129, 3% increase over 2025 count of 47,513



# DETERMINING YOUR GOALS AND OBJECTIVES

- **SMART goals your company**
  - Pledges – determine number or percentage of employees who pledge for OCTA Bike Month
  - Miles – set a goal for miles your employees pledge to ride
  - Rideshare portal activity- if your company has an internal portal, set goal for activity on platform
  - Intranet site activity- if your company has intranet site, set goal for page visits/engagement



# CREATING A COMPELLING MESSAGE

- Understand benefits of participation for employees and why they will want to engage
- **Potential to win prizes**
  - OCTA prize drawing
  - Internal prize drawing (if applicable)
- **Benefits inherent to biking**
  - Saving money on gas
  - Fitness
  - Reducing carbon footprint
  - Mental health benefits
  - Reducing wear and tear on vehicle
  - Fun!





# GETTING THE WORD OUT

- **Pledge form** – direct traffic to OCTA form to track participation
- **Internal rideshare portal** - if applicable, direct to internal platform for tracking as well
- **Digital marketing channels**
  - Social media / Strava – OCTA utilizes both for public messaging
  - Email
  - Website
  - Employee portal
  - Digital screens
- **Print marketing channels**
  - Posters
  - Flyers
- **Verbal announcements at meetings**

# EMPLOYER TOOLKIT COMING SOON

Stay tuned!



OCTA  Sponsored · 

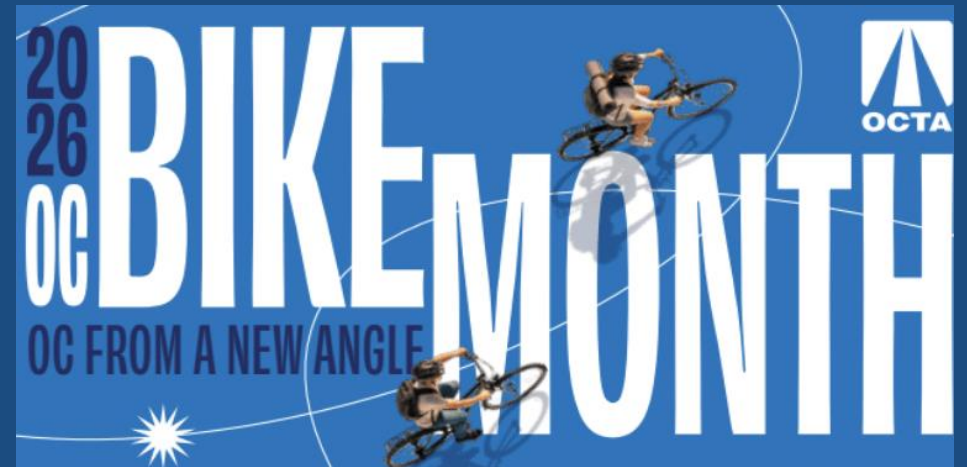
We will have another promotion and event in 2026 but in the meantime, check out our e-bike page for more information on safety and some new videos coming soon!

2026 OC BIKE MONTH OC FROM A NEW ANGLE





PLEDGE FOR A CHANCE TO WIN PRIZES\*  
[OCTA.NET/BIKEMONTH](https://OCTA.NET/BIKEMONTH)

OCTA



2026 OC BIKE MONTH OC FROM A NEW ANGLE



OCTA

**Any questions?**

**Kristopher Hewkin**

**OCTA**

**Senior Marketing Specialist**

**khewkin@octa.net**

**714-560-5331**



# LA Metro Bike Share B4B

Paula Carvajal-Paez  
DEO Congestion Reduction  
LA Metro

[Metro Bike Share – LA's Bike Share](#)



# E-Bikes, Scooters & Safety ... Oh My!

Denise Van Stratten

LA Metro Commute Options &  
Regulatory Compliance Support





# E-BIKES, SCOOTERS & SAFETY ... OH MY!

DENISE VAN STRATTEN

## DID YOU KNOW?

E-BIKES AND ELECTRIC SCOOTER SHARING SERVICES HAVE BEEN AROUND FOR ALMOST TEN YEARS?!

E-bikes and scooters have quickly gained popularity as convenient and affordable transportation options for many users particularly in light of rising fuel costs.

Cities are implementing new bike lanes and regulations to safely integrate e-bikes and scooters into transportation systems.

# WHAT IS A SCOOTER?

- In the 90's there were "razor" scooters (much like a skateboard with handlebars).
- E-scooters appeared on streets in 2017, when Bird launched "dockless" scooter sharing.
- We've come a long way since then!
- Riders can now hop on a scooter, pay a fee, ride to their destination, and leave the scooter. I've even been on a scooter in London! and Costco sells them!



# WHAT IS AN E-BIKE?

- An e-bike is a bicycle fitted with an electric motor to help or replace pedaling.
- It accelerates with the press of a button, transforming cycling from a strenuous exercise into an easy ride.
- E-bikes overcame the initial stigma of being for lazy riders and seniors, but not anymore! Many e-bikes come in a variety of shapes, sizes, and some fold-up for easy transport.

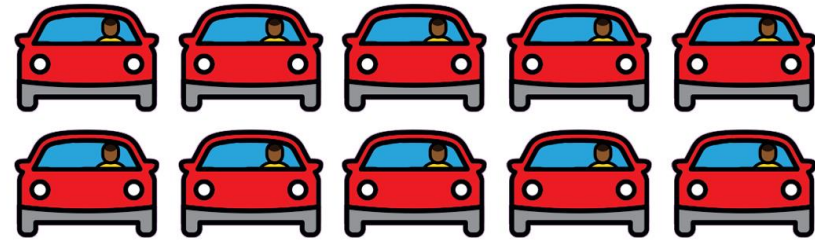


# BIKERS IMPROVE AVR

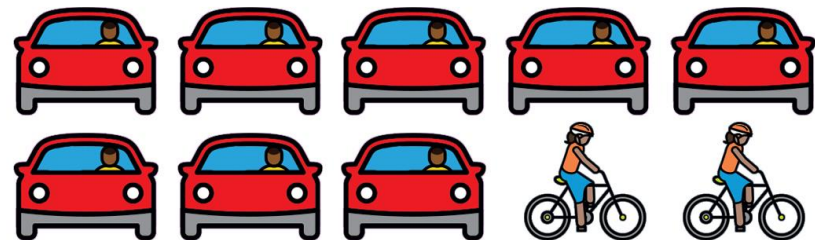
This mode of active transportation can be a key component to enhancing your rideshare program and **improving your Average Vehicle Ridership (AVR)**.

For example:


If you have ten (10) employees that drive alone to work every day ... your AVR will be 1.00. If you get just two of those employees to bike to work instead, your AVR will jump to 1.25!



**1.00 AVR**



**1.25 AVR**



BUT WE KNOW YOU HEAR  
ALL THE REASONS WHY  
SOMEONE CAN'T BIKE TO  
WORK ...



REASON # 1

# IT'S TOO FAR!!

- The average distance from home to the nearest bus stop in LA County is about one (1) mile.
- The latest California Household Travel Survey shows people are often willing to walk or bike farther to transit than they say.
- There is even evidence that people are willing to walk/bike even further to reach a rail station versus a bus stop.





## GOOD NEWS

ALTHOUGH WE KNOW CYCLING TO WORK IS A BIG ASK

THANKFULLY IN A CITY LIKE LOS ANGELES (AND MANY OTHERS), RIDERS CAN LEVERAGE PUBLIC TRANSPORTATION BY TAKING THEIR BIKE ONBOARD A BUS OR TRAIN

RIDERS CAN ALSO SAFELY LEAVE THEIR BIKE IN A LOCKER OR BIKE SHED LOCATED AT MANY TRANSIT HUBS AND STATIONS.

RESOURCES:

[WWW.BIKELINK.ORG](http://WWW.BIKELINK.ORG)



# REASON #2

# IT'S NOT SAFE

- Safety concerns are high on the list of reasons why people don't ride their bikes.

## **There are things ETCs can do to change that:**

- Offer a bike safety class at your worksite – there are several agencies that offer online courses or schedule an in-person class during a “lunch and learn” session.
- Promote group rides in your area – many established groups offer “fun” rides that can get your employees to spend time riding their bike outside of busy commuter hours and, over time, they may build the confidence to ride for their commute.





HAVE YOUR “VETERAN” BIKE RIDERS HELP NEW RIDERS TACKLE FEARS BY SETTING UP A “BIKE BUDDY” PROGRAM THAT ALLOWS RIDERS TO MEET UP WITH OTHER BIKE RIDERS ALONG THE ROUTE TO WORK. RIDING IN GROUPS ALSO HELPS TO BUILD CONFIDENCE.

RESOURCES:

[WWW.BIKELEAGUE.ORG](http://WWW.BIKELEAGUE.ORG)



# REASON #3

# I DON'T WANT TO GET HOT AND SWEATY

- Avoid arriving at work out of breath by riding at an easier/slower pace, or by bringing a spare outfit.
- Try an e-bike! It may be a more expensive option upfront, so suggest employees look for one in the second-hand market.
- E-bikes can make the trip easier, quicker, and alleviate the "hot and sweaty" element of biking.
- Metro Bike Share has a fleet of electric bikes for folks to "give it a try without the buy."



# RESOURCES

ETCs can capitalize on this theme with a flyer:

“E-bike are not for lazy riders – riding an e-bike can get you to your local bus stop or train station in minutes, and you’ll arrive at work refreshed! It’s easy to take your bike onboard the train or use the bike rack on buses.”

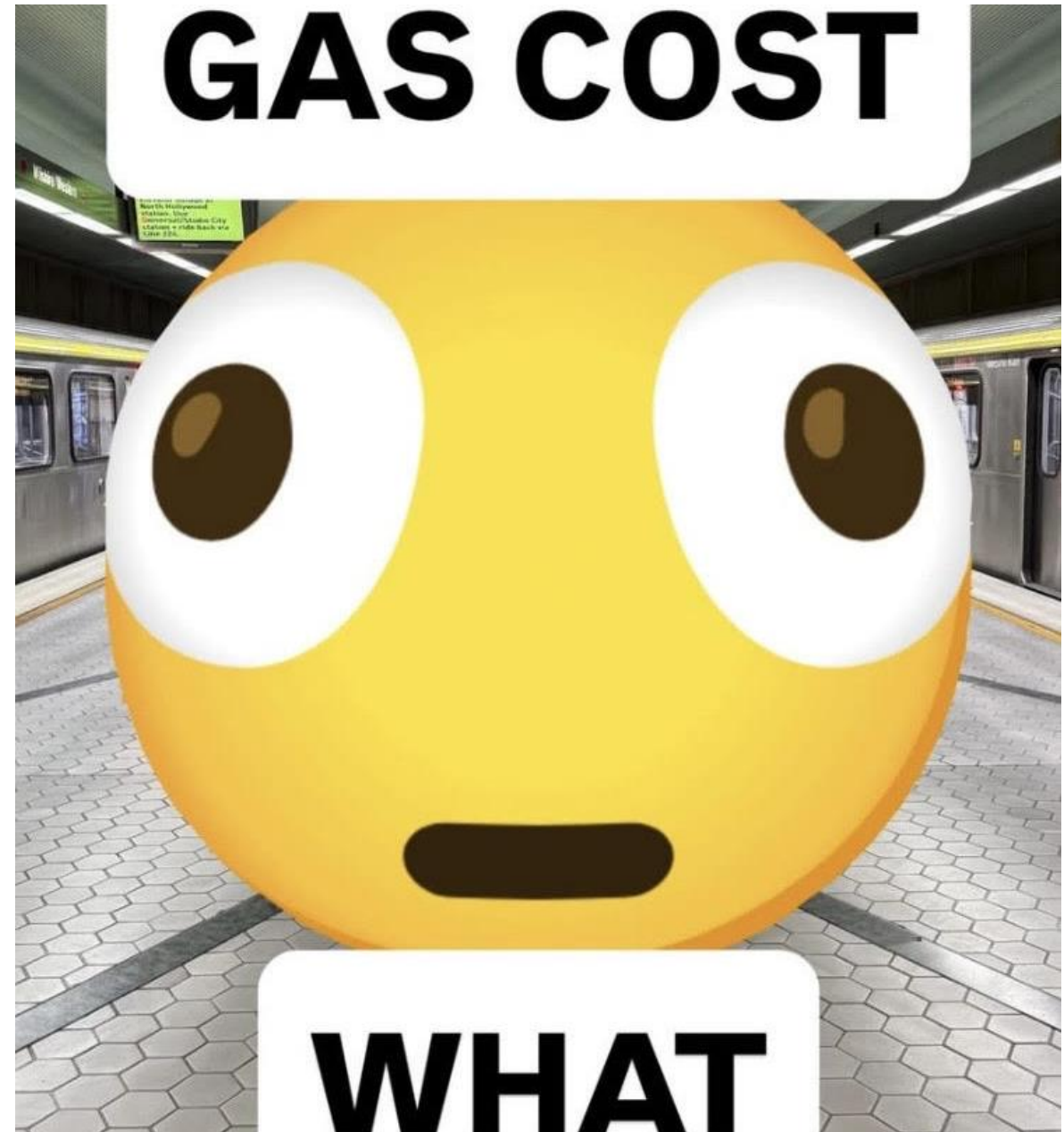
Resources:

[www.metro.net/bikeshare](http://www.metro.net/bikeshare)



# BIKE MONTH MARKETING

Metro will be sending Bike Month promotional material to all ETCs located in LA County in the coming weeks – your employees can track their bike trips online to be eligible to win some great prizes from our Bike Month sponsors!



Metro Commuter Options and Regulatory Compliance Support

# MAY

## BIKE MONTH

### FREE RIDES

on bus, rail, Metro Bike Share and Metro Micro on  
**BIKE DAY, MAY 21**

[metro.net/bikemonth](https://metro.net/bikemonth)

Scan the QR code to login to [ridematch.info](https://ridematch.info), and start tracking your bike trips on the Commute Calendar for a chance to win prizes.



### PRIZES

include a commuter bike, folding bike, tune-ups, gift cards, gear & more!

Special thanks to our Bike Month 2026 sponsors:



Special thanks to our Metro Bike Month 2026 sponsors that donated over \$3,500 in prizes including a commuter bike!

Bike Shop Santa Monica

Budget Pro Cyclery

LA CICLA Bicycle Shop

Pasadena Cyclery

Pat's 605 Cyclery

Temple City Bike Shop

# Ventura County Bike Month

Dolores Lopez

Ventura County Transportation  
Commission





# Ventura County Bike Month Campaign

April 8, 2026



# Ventura County Bike Month Overview

## Campaign timeframe:

April 24 – May 31, 2025

## Bike Month campaign goals:

- Promote biking as a commute option
- Reduce single-occupancy vehicles
- Promote bike safety resources
- Support employer commute programs
- Increase participation



# Campaign Approach

## Outreach Strategies:

- Social media campaign
- Email
- Bike pledge program
- User-generated rider content
- Partnerships with local bike shops
- Bike safety education



# Campaign Performance Results



105,431 impressions

30,060 reach

3,519 clicks

515 pledges

15% increase in pledges

31% increase in pledge webpage visits



# Bike Pledge Campaign

Encourage residents to bike at least once during Bike Month to promote active transportation.

## Incentives included:

- Bike prizes
- Bike accessories
- Gift cards
- Local bike shop vouchers

## Total Pledges:

515 pledges (+15% increase)

## Key Takeaway:

Increased participation and community engagement





# Supporting Outreach: Email Communications

## Audience:

- Bike advocates
- Commuter program contacts
- VCTC staff
- General public

## Results:

- 487 – 582 email opens
- Up to 139 clicks per email

## Key Takeaway:

Email reminders helped maintain engagement





# What Worked Best

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User-generated content outperformed traditional promotional content.

## Top performers:

- Real rider experiences
- Short educational videos
- Practical bike tips
- Local route examples

## Key Lesson:

Authentic rider stories generated higher engagement than branded content.



# Lessons Learned

- Real rider stories drive engagement
- Incentives increase participation
- Short videos perform well
- Partnerships expand reach
- Simple calls to action worked best
- Email reminders increase participation



# Tips for ETC Programs

## How Employers Can Support Bike Month

Employers play an important role in encouraging active transportation.

- Promote Bike Month internally
- Share bike pledge opportunities
- Offer bike commute incentives
- Promote bike safety resources
- Provide bike parking information
- Support flexible commute options



# How to Market Metrolink

Brett Salmi

Marketing and Communications  
Specialist, IE Commuter

and

Crystal Grant

Partnerships Coordinator,  
Metrolink



# Up Next: All Aboard with Experience Metrolink



**Brett Salmi**

IE Commuter

*Marketing and Communications Specialist*



# Experience Metrolink

- Chance to try SoCal regional commuter rail
- Serves multiple SoCal counties
- Connect riders for work, leisure and school destinations
- Key alternative to driving



# Experience Metrolink

- Give your team members up to 90 days of free Metrolink rides
- Designed to introduce/return riders
- Encourages shift from driving to public transit
- Help save on rising costs of driving



# Experience Metrolink

experience  
**METROLINK**  
*to work and play*

Since Jan 27, 2025 launch

- **7,300+** participants enrolled
- **13,000+** 5-Day passes issued
- **2,300+** monthly passes issued
- **38,000+** tickets activated
- **91%** would continue riding



Riverside & San Bernardino County residents

**RIDE FREE**



# Experience Metrolink

experience  
**METROLINK**  
*to work and play*



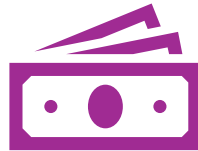
Help your team ride  
Metrolink free for up to  
90 days



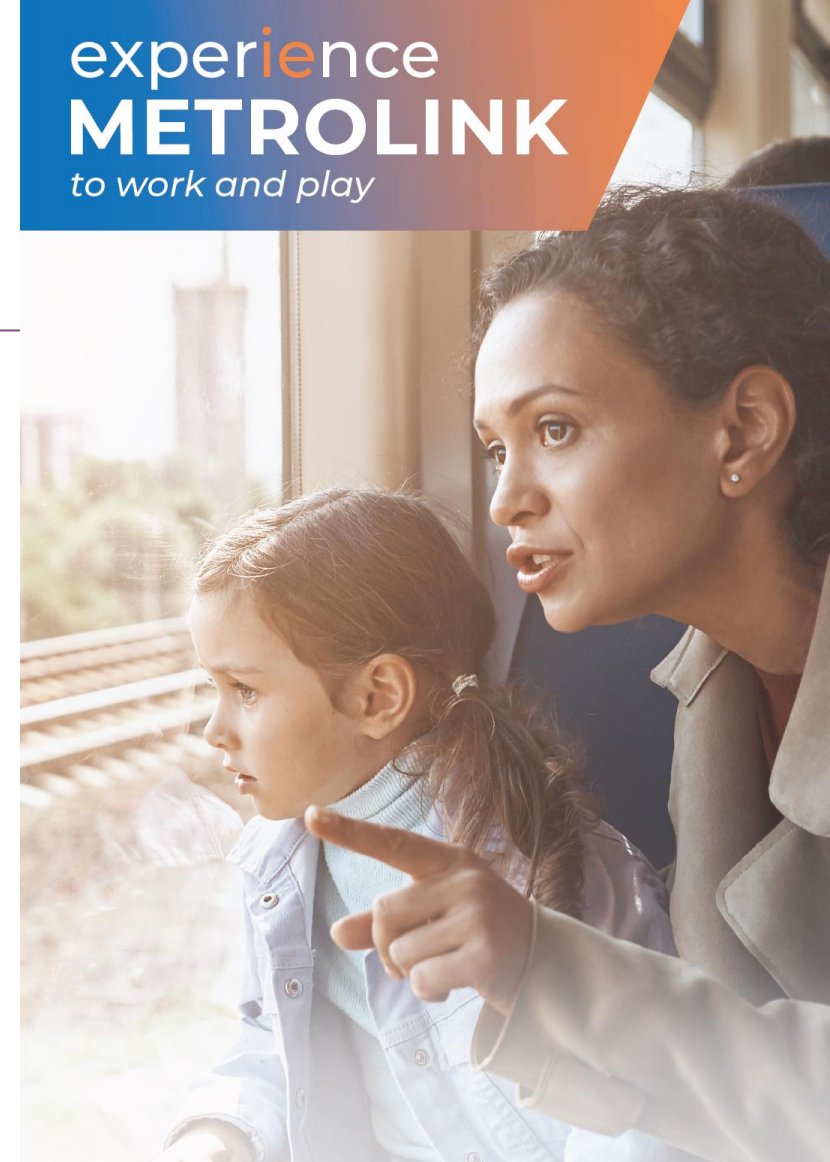
Travel anywhere  
Metrolink goes



Perfect for work trips  
and weekend travel



Help save money amid  
rising commute costs



Riverside & San Bernardino County residents

**RIDE FREE**



# Experience Metrolink

- 90 days of free tickets for residents of Riverside or San Bernardino counties
- Must be 18 years or older
- Must create an IE Commuter account
- One application per person



experience  
**METROLINK**  
*to work and play*

# Experience Metrolink

- Ticket request/redemption through IE Commuter
- Register > Request > Metrolink App
- Tickets delivered to Metrolink app Wallet within 2-3 days



# Experience Metrolink Marketing

## PRINT

- 11x17" poster
- 4x6" takeaway card



## DIGITAL

- 8.5x11" PDF flyer
- Draft newsletter content
- Draft email content
- Digital slide

# Upcoming Program Updates

- Annual rolling re-enrollment
- Extended participation for EPA employers

experience  
**METROLINK** *to work and play*



# Experience Metrolink Commuters

“I was able to ride the Metrolink for two months and experience L.A. I am new to experiencing L.A., got lost once but made it back to Union Station. It however was an experience I appreciate. I was able to attend the train fest both days as well. Two months of memories I will never forget. I use to love flying, but the train is my new way to go thanks to you all. Also, I appreciate the outstanding customer service you provide.”

- Gabriel R. (commuter)  
10/20/25

“I speak to lots of people and have come to know a lot of the many people that are frequent train Commuters and many are sharing information about your organization!

I think I can speak for a majority of them in saying thank you for all your HARD WORK!!!!!!”

- Mike C. (commuter)  
08/20/25

# Experience Metrolink Leisure

“Loved this program. Free tickets saved me more than \$300. Thank you!”

“So grateful for the Metrolink! I've used it for years. I also love how the online "station to station" tool makes the train schedules super easy to understand.”

“Thank you for giving us an experience and for having programs like these. It really did help me a lot.”

“Really appreciate being able to try Metrolink more thanks to this program.”

“Metrolink train is a convenience that makes commuting easier and friendlier to me and to the environment. I'm a low-income senior, so I'm very grateful for the free pass program and for the easily available customer service. Thank you.”

# Experience Metrolink

- Risk-free way to try commuter rail
- Inspire long-term habit change
- Reduce climbing commute costs and stress

experience  
**METROLINK** *to work and play*





**METROLINK**

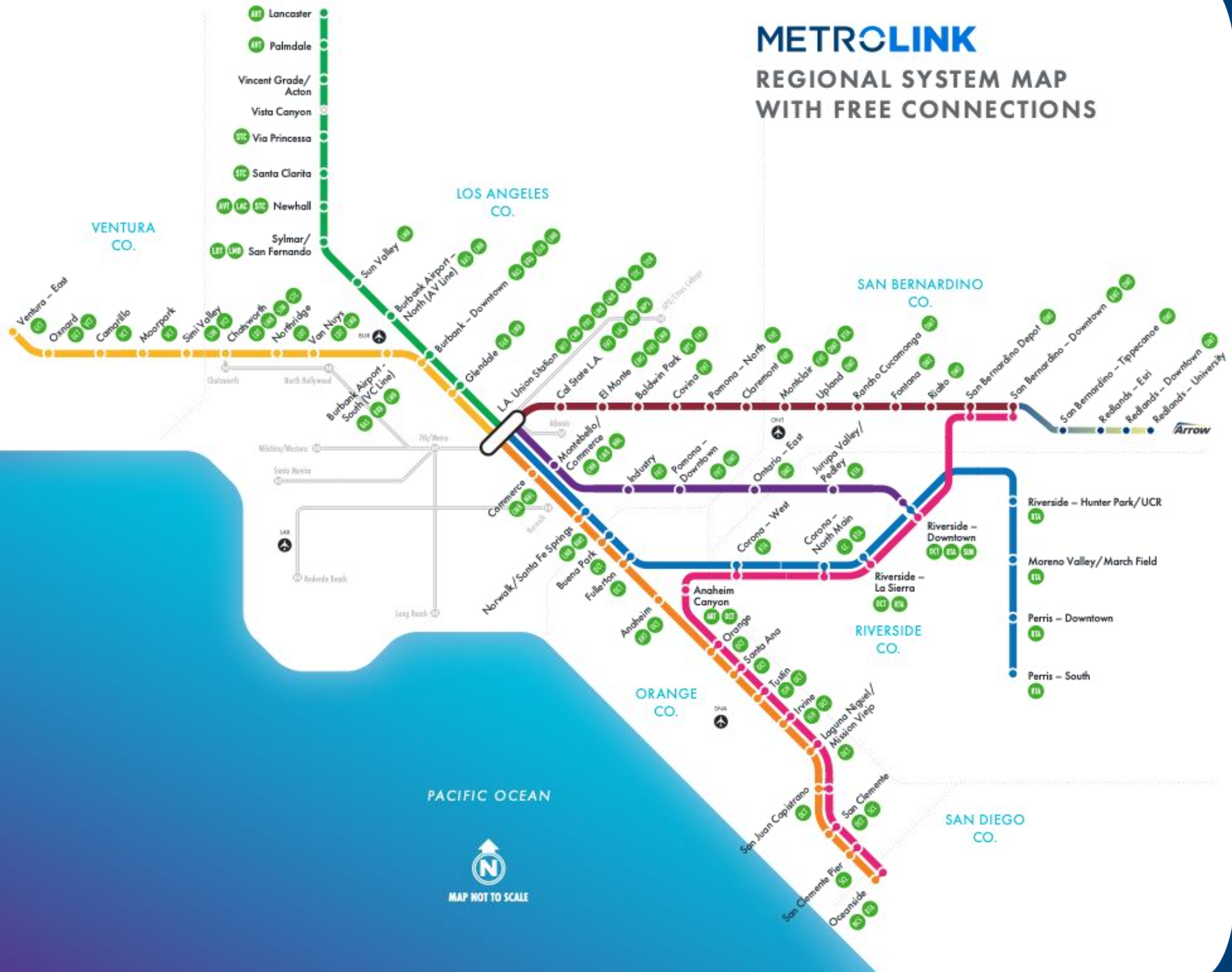


**ETC Workshop**  
*Commuter Services*

*April 8, 2026*

# METROLINK

## REGIONAL SYSTEM MAP WITH FREE CONNECTIONS



Metrolink is the only regional transportation solution, connecting the six counties in Southern California.

- 545 service line miles
- 67 stations
- 7 lines
- 55 locomotives

# Arrow Service

With this nine-mile stretch of track you can enjoy:

- Daily service between San Bernardino and Redlands with easy connections to LA Union Station 7 days a week.
- During morning and afternoon peak commute hours, trains will operate every 30 minutes.
- Weekday service from 3:30 a.m. to 12 a.m. and weekend service from 5 a.m. until 11:30 p.m.



# Corporate Partner Program

Metrolink's Corporate Partner Program is a pre-tax benefit program that enables companies and organizations the ability to offer transit benefits to their employees using a maximum of \$340/month per employee.

The Corporate Partner Program satisfies AQMD Rule 2202 requirements.



# Why take the train?



## **Easy travels**

Skip traffic and enjoy the ride, arriving relaxed and ready to tackle the day



## **Go green and save**

Save on gas, parking and car expenses, while reducing their carbon footprint.



## **Free connecting transit**

All Metrolink passes include free transfers to most connecting bus and rail



## **Clean, comfortable multi-level cars**

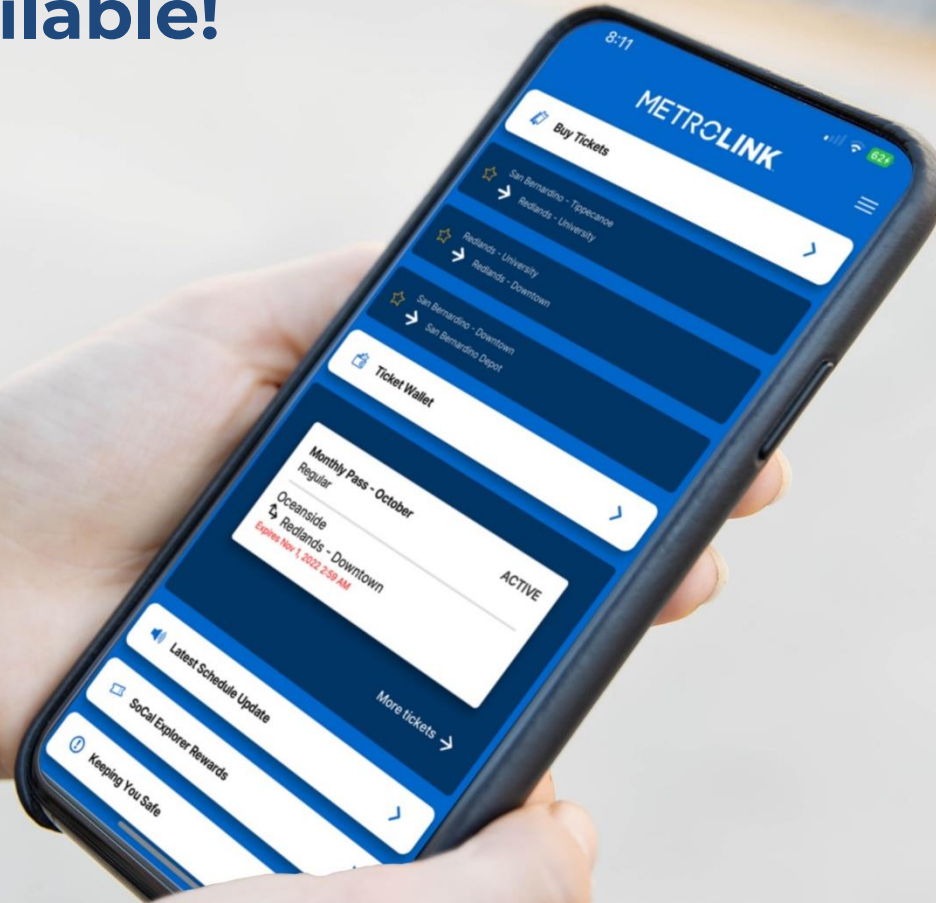
Our enhanced cleaning protocols keep riders safe, allowing riders to relax, visit with friends or catch up on work



## **Family-friendly weekend travel**

Monthly Pass holders can enjoy free system-wide travel on the weekends and Kids Ride Free on weekends, too

# Metrolink app available!





# SoCal Explorer

Earn points for the miles you travel!



Free to sign up



Redeem points for tickets or merchandise



Get access to discounts at restaurants, retailers and attractions across Southern California

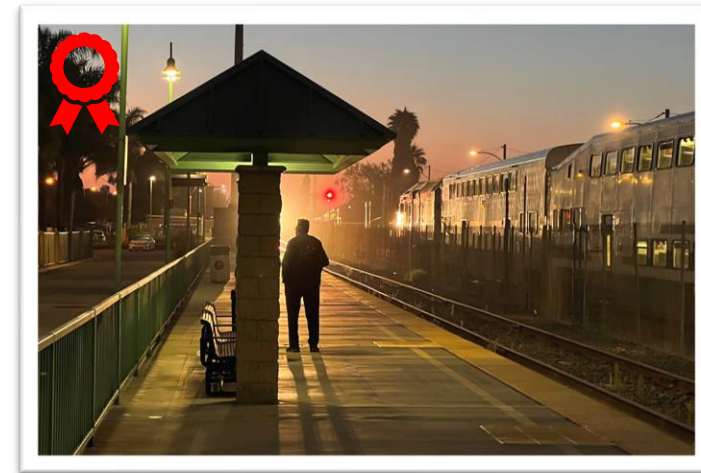
[SoCalExplorer.MetrolinkTrains.com](https://www.socalexplorer.metrolinktrains.com)

# A Picture is Worth a Thousand Rides **Photo Contest**

Metrolink riders were encouraged to explore Southern California by train and submit a photo from their journey for a chance to win Monthly Passes for a year.

We received 393 photo submissions from our riders and 43 photos from Metrolink staff.

**METROLINK**



# Fashion Show Activation

20 students showcased 30 sustainable designs representing schools and colleges from each county and Metrolink service line.

Approximately 150 guests attended the invite-only event at L.A. Union Station, including Board Member Pam O'Connor, Member Agencies, community groups, partnering schools and members of the community.

Students created sustainable designs constructed from upcycled textiles and repurposed materials, highlighting the intersection of fashion and sustainable transportation.

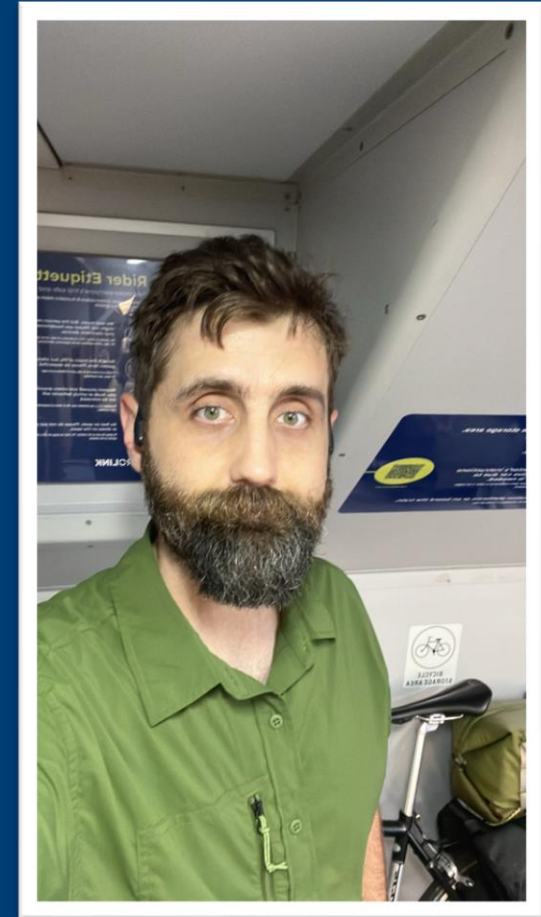
**METROLINK**



# CA Clean Air Day Giveaway

Partnered with Corporate Partner Program members, schools, universities, and hospitals throughout the service area to promote CA Clean Air Day, offering a giveaway for all faculty and staff that participated.

Participants who submitted a selfie on the train were entered into a Monthly Pass giveaway.





**METROLINK**

Thank you.

For questions contact us at:

[davilar@scrra.net](mailto:davilar@scrra.net)

# ETC Spotlight

Erika Hennon Rule

Sustainable Programs Manager

UC Irvine



# **UC Irvine**

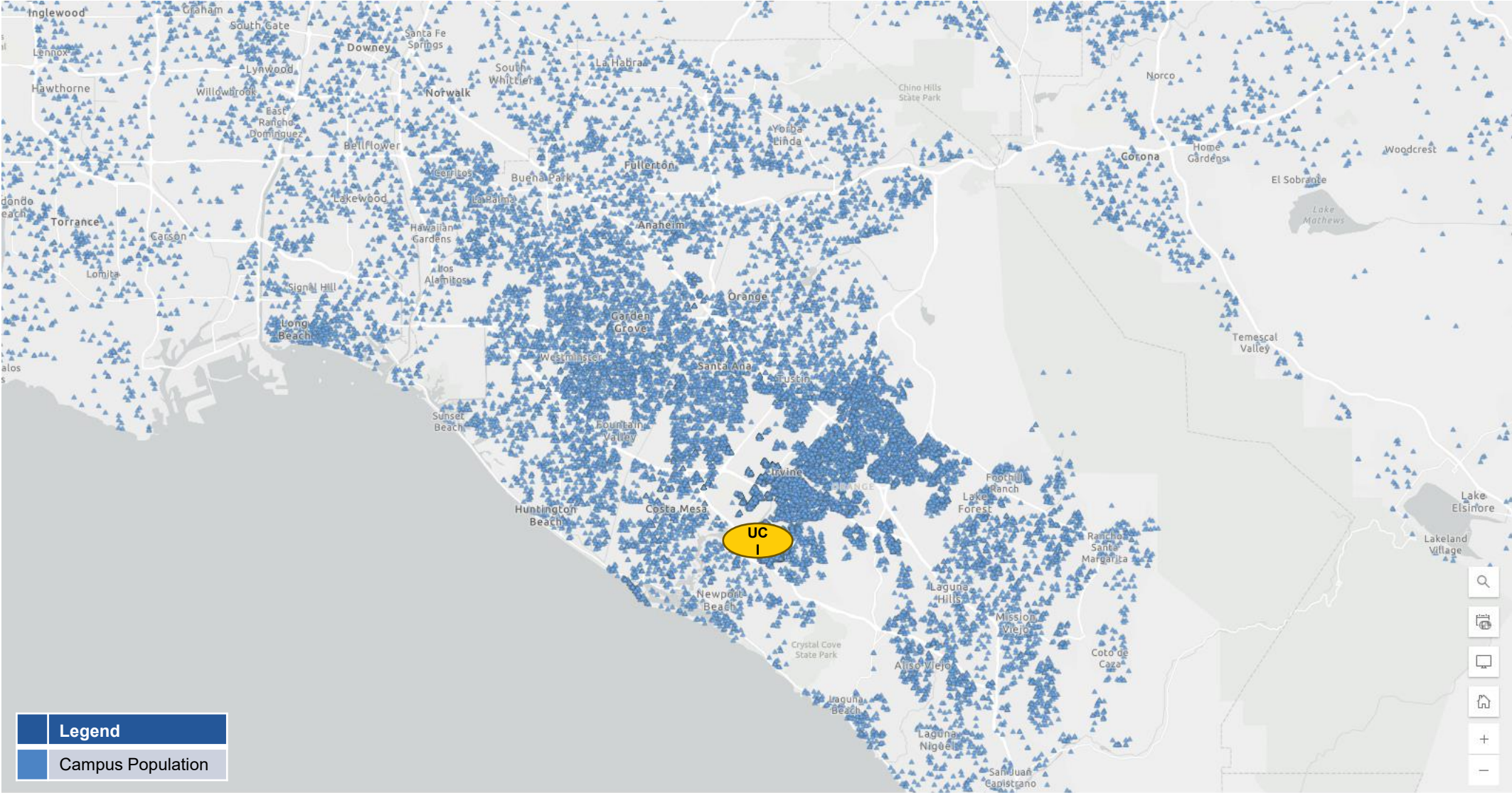
Division of Finance  
& Administration | With U • For U

## **UC Irvine Bicycle Safety Outreach**

**Bike Month Supporting Safety & Encouragement**

Erika Hennon Rule | Sustainable Programs Manager

# UC Irvine Campus – Orange County Population

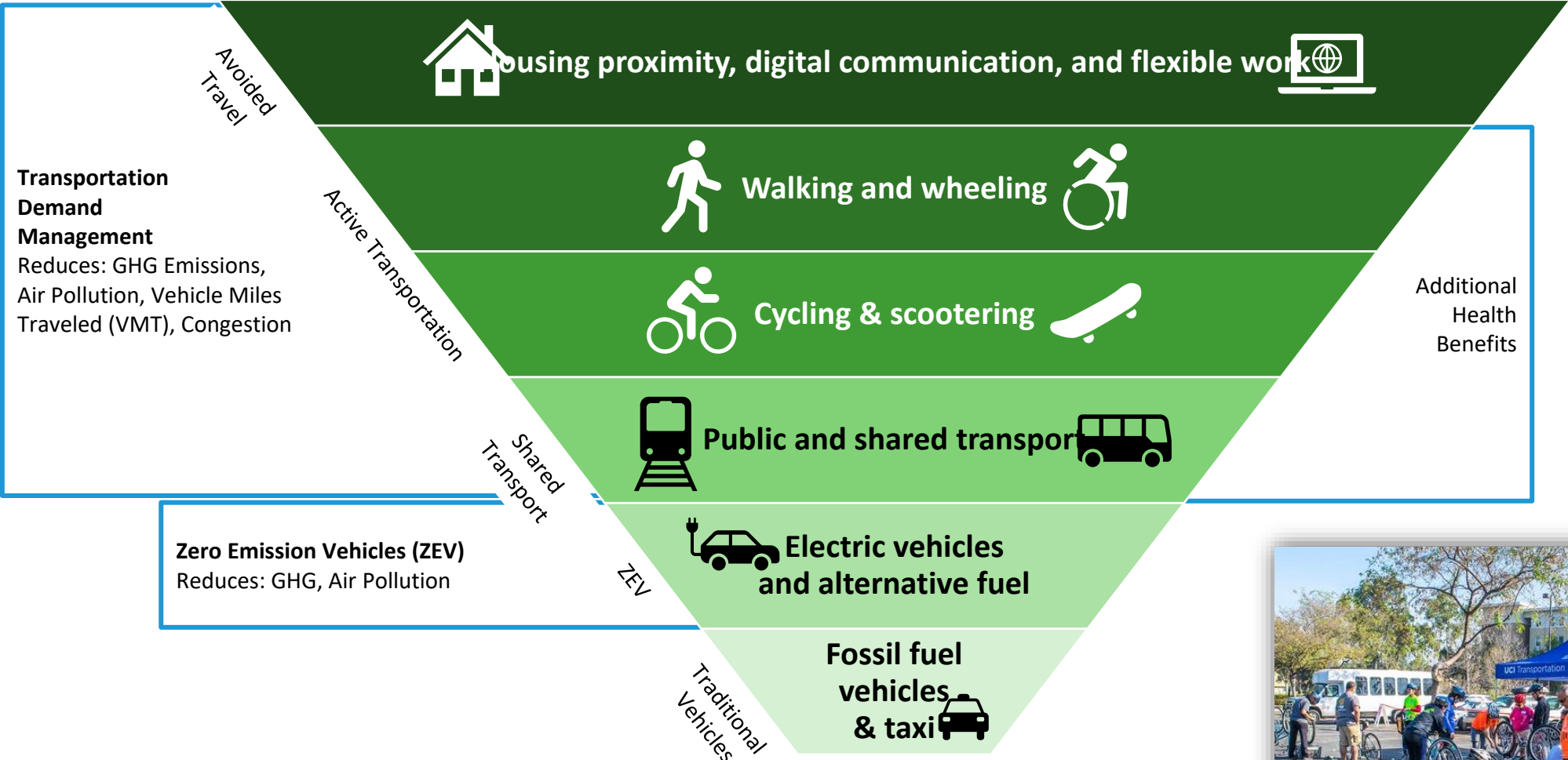


# Guidelines and Regulations

- SCAQMD Rule 2202
- CARB 2022 Scoping Plan
- UCOP's Leading on Climate – reduce all scope emissions by 90% from 2019 baseline
- UC Policy on Sustainable Practices
- UC Irvine Long-Range Development Plan (LRDP)
- UC Irvine Climate Action & Adaptation Plan (CAAP)
- AASHE Sustainability Tracking, Assessment, & Rating System (STARS)
- Federal and state legislation



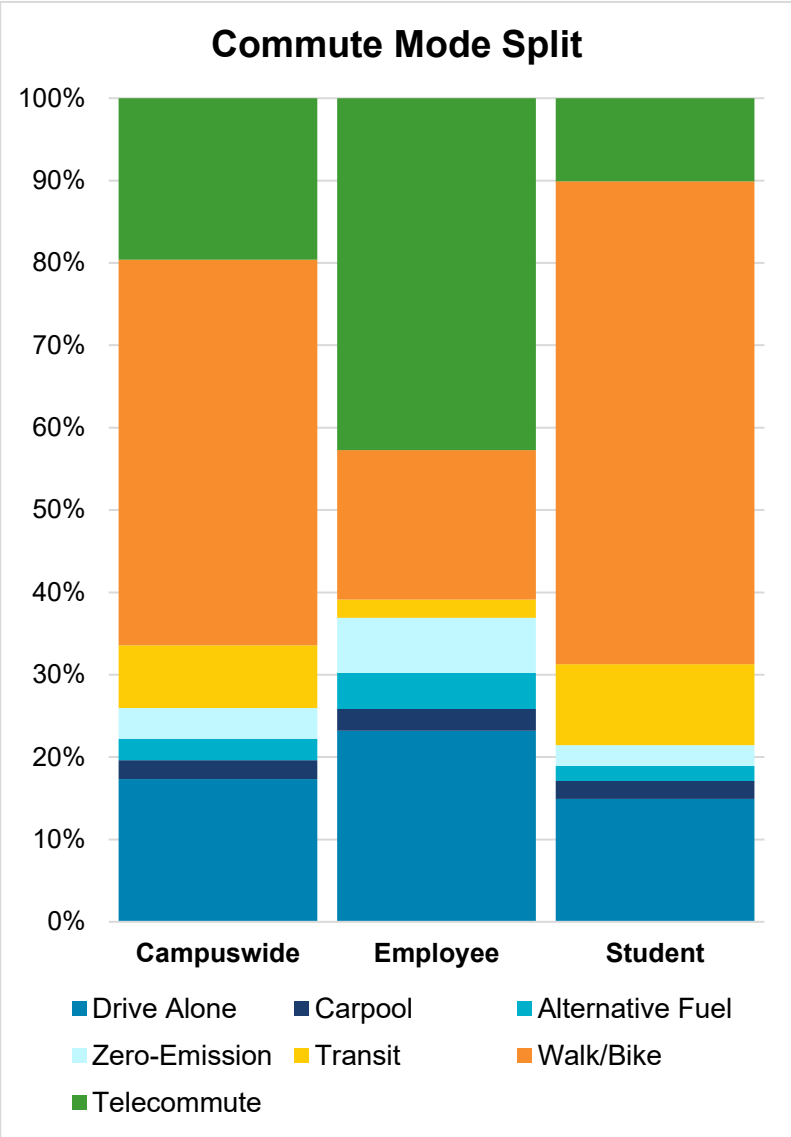
# Transportation Demand Management Strategies



# Transportation Demand Management

## Commute Modes

- **Transit** – expanding access, improving transit reliability, and incentivizing transit use
- **Carpool/Vanpool** – lowering commute costs to incentivize ridesharing
- **Micromobility & Pedestrian** – provide safe and continuous routes and facilities
- **Parking Management** – limiting when or where parking is available according to permit type
- **Electric Vehicles** – providing sufficient charging, including fast charging stations, to convert users to ZEVs
- **Current average population:** ~51,000
- **Current daily commuting vehicles:** ~9,000



Year	AVR
2017	1.93
2018	2.06
2019	2.11
2020	4.84
2021	3.90
2022	2.65
2023	2.86
2024	2.85
2026	2.97



# Bicycle & Micromobility Outreach

UCI Transportation hosts a variety of programming and publishes mutual respect and safety messaging to promote traveling safely on campus:

- Safety Bulletins/Newsletters
- BikeUCI Ambassador Program
- Bike Festivals
- Bike to UCI Day
- Smart Cycling Certification
- Bicycle Friendly Driver Training
- Bike Registration Events
- Safety Gear Giveaway



# Bi-Annual Bicycle Education Festivals

A practical framework for building a bike festival that combines education, engagement, visibility, and measurable transportation outcomes.

- Plan around safety education, not just celebration
- Offer interactive stations, incentives, and visible partnerships
- Design for repeatability with clear staffing, logistics, and metrics



# Five Design Pillars

## Safety Education

- Teach skills people can use immediately: fit, rules, locking, maintenance, signaling, and visibility.

## Interactive Activity

- Use demos, races, registration, try-it stations, and staff engagement to keep the event active.

## Food & prizes

- Offer enough incentive to drive participation but tie redemption to education or station visits.

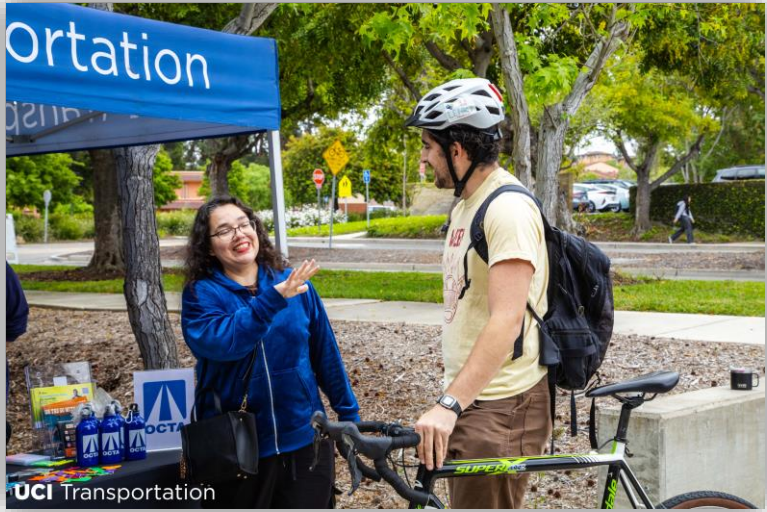
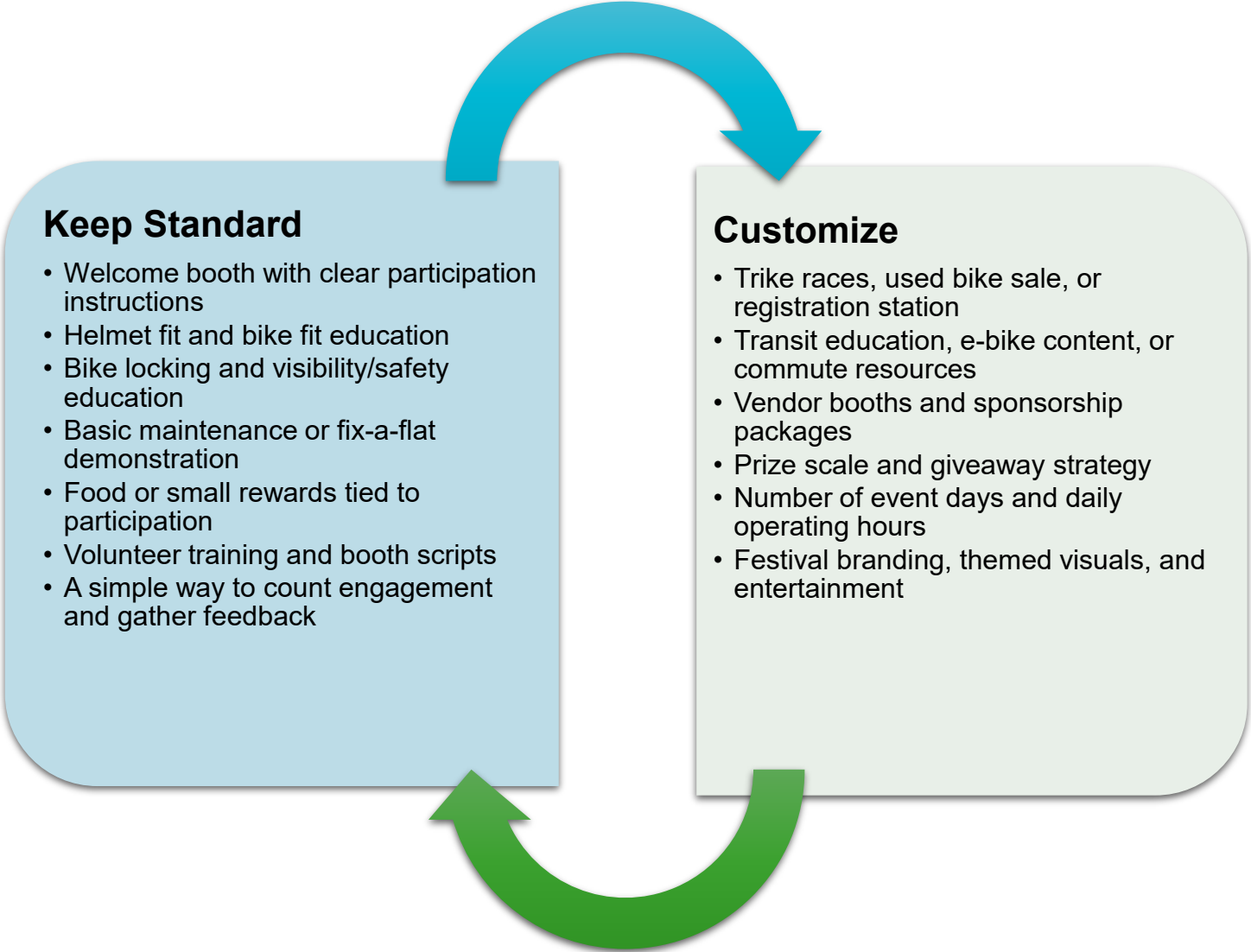
## Partnerships

- Include transportation, law enforcement, transit, local bike shops, advocacy groups, and internal units.

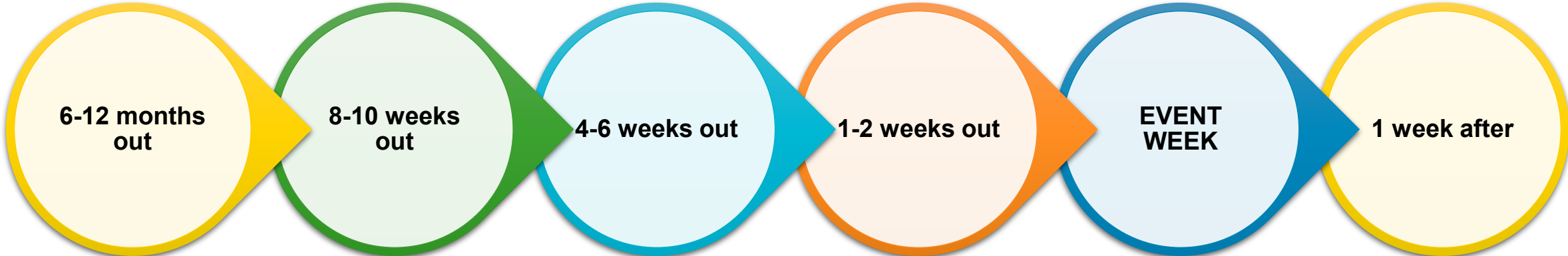
## Evaluation

- Collect participation counts, ticket volume, contact info, surveys, and post-event feedback for next year.

# Customizing the Event For You



# Recommended Planning Timeline



- Reserve site, confirm target dates, identify host team, set scope and audience, secure basic budget.

- Invite vendors and internal partners, confirm catering approach, select prize strategy, order branded items.

- Launch communications, finalize booth map, assign staffing leads, inspect bikes and equipment, signage.

- Train volunteers, confirm deliveries, pack bins, verify safety scripts, publish final reminders and logistics.

- Set up equipment, stage materials, run the festival, troubleshoot in real time, capture photos and participation data.

- Debrief, survey attendees, review operations, track prize redemption, document improvements for next cycle.



# Day-Of Operating

## Welcome

- Explain the event, the stations, and how to earn tickets or rewards.

## Redeem

- Use a clear prize or food station with simple ticket values.

## Participate

- Guide attendees through education booths, demos, and activities.

## Capture data

- Count participation, collect contacts, and invite survey completion.

### Safety controls to keep

Use waivers when needed, provide helmets for ride activities, remove unsafe equipment immediately, and keep clear escalation paths for staff.

### Volunteer training

Booth purpose, key talking points, shift timing, basic troubleshooting, emergency contacts, and what not to do from a liability standpoint.

<https://vimeo.com/1089858687>

# Measuring What Matters

## Reach

- Attendance, booth interactions, tickets collected, food redeemed, prize entries

## Education

- Helmet fits completed, bike registrations, maintenance demos, locking demos

## Partnerships

- Number of partners, booths staffed, prizes donated, cross-promotion reach

## Operations

- Volunteer hours, staffing gaps, equipment issues, site or queue bottlenecks

## Follow-up

- Survey response rate, helmet pick-up or post-event actions, lessons learned

# WhimCycle | 4,802 Points of Education

## The aftermath...

### Partnerships

- Metrolink
- OC Bus
- City of Irvine
- ChargePoint
- KUCI
- Anteater Express
- UCI Sustainability Resource Center
- UCI Police Department

### Demonstrations

- ABC Quick Check
- Tire Tube Change
- Helmet Fitting
- Bus Bike Rack
- Secure Your Bike
- Vehicle Speed Reactions

### Education

- Share the Road
- Intersection Etiquette
- Smart Cycling Curriculum
- Bike Fitting
- Pedestrian Safety on Ring Mall
- 3 Feet Law (Bike/Car Passing)

### Services

- Bike Registration
- Custom Commute Planning
- Used Bike Sale



### After attending the event...

- 93% of attendees committed to wearing a helmet while riding
- 92% of attendees committed to following CA law and campus rules as bicyclists
- 89% of attendees have more confidence riding on the road

# Join us at our Bike Month Events on Campus!

- Bike to UCI Day: May 7
- WhimCycle: May 13 & 14
- Smart Cycling: May 20 & 21
- Bike Friendly Driver: May 28



# Vanpool Update

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Melissa Park

Vanpool Program Manager

LA Metro

[Vanpool Program - Employer Partner Survey](#)



# Closing Remarks

- **LA, Orange & Ventura Counties:** ETCs will receive a follow-up survey – complete the survey to receive your Marketing Certificate.
- **San Bernardino/Riverside:** ETCs will be sent certificates from IE Commuter.



# Thank you for joining us today!



Ventura County  
Transportation  
Commission

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