

# Active Transportation Program Biannual Update

# Overview

E-bike Safety Study

Safe Routes to School Program

Next STEP

Active Outreach and Education

Ongoing Active Transportation Efforts

E-bike - Electric Bicycle  
STEP - Safe Travels Education Program

# E-bike Safety Study

- **Analyze gaps** in existing e-bike safety resources and strategies
- **Engage the community** and provide e-bike safety education
- **Provide recommendations** to facilitate e-bike use as a safe and reliable form of transportation in Orange County
- **Recommendation Elements**
  - Key roles
  - Priority actions
  - Benchmarks to evaluate progress
- **Project Status:** Finalized Plan posted and available to public/stakeholders in December 2024



# Safety Strategies: Structure

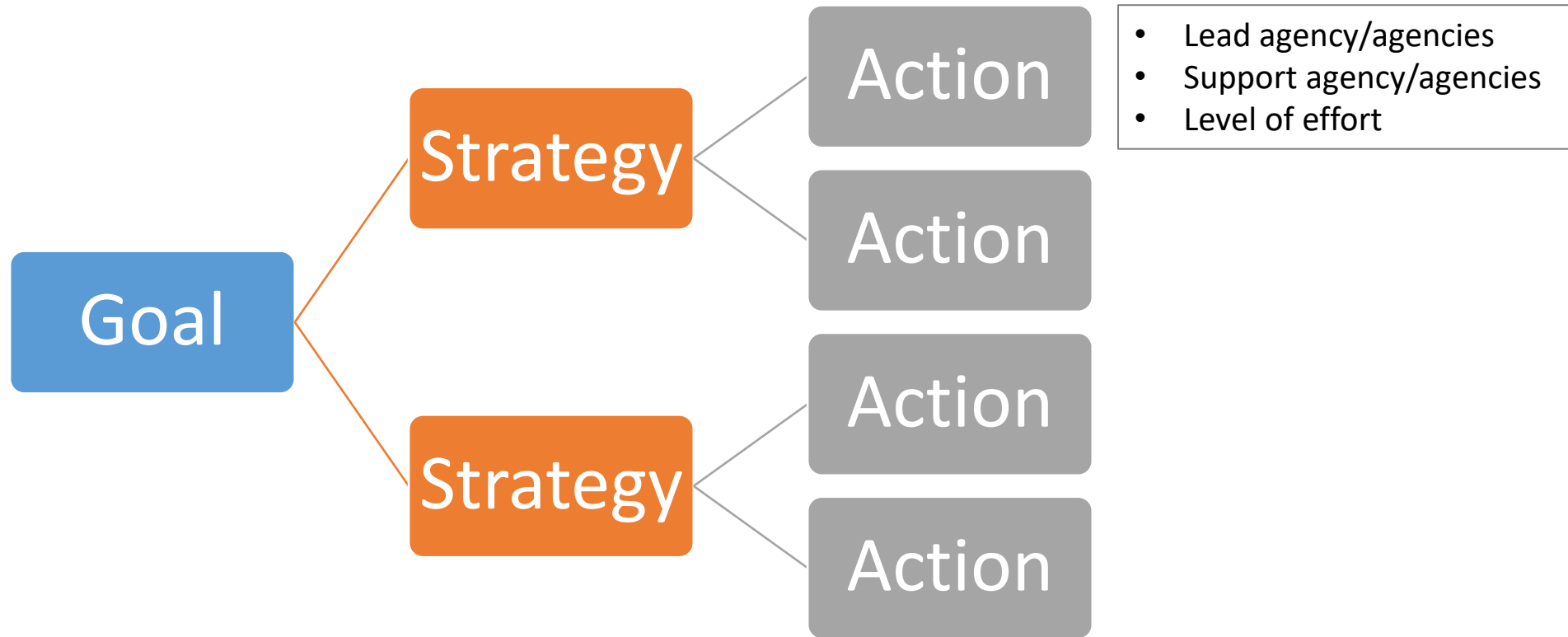
## Recommendations Summary

- Six goal focus areas
- 12 strategies
- 25 actions
- Identifies lead/support agencies/organizations and level of difficulty
- Identifies potential funding sources
- How-to toolkit for developing e-bike safety activities

## Six goal focus areas

- Infrastructure
- Legislation
- Collisions and injuries
- Ridership
- Education/Encouragement
- Retailer Collaboration

# Safety Strategies Structure



# Collisions and Injuries

## Goal

Build understanding of e-bike crash and risk factors, especially those resulting in severe injuries

## Strategy

Collaborate with agencies to enhance standardized tracking and monitoring of county wide e-bike involved crashes

## Example Action

Collaborate with Orange County Health Care Agency to monitor and track injuries of e-bike users

# Ridership

## Goal

Understand growth trends and hot spots for e-bike usage

## Strategy

Broaden the sources of e-bike ridership and activity data collection

## Example Action

Explore and evaluate e-bike activity and ridership data from data vendors

# Education and Encouragement

## Goal

Target behavior change for key groups affected by e-bike safety issues

## Strategy

Develop targeted education on e-bike safety to riders most at risk in Orange County: the school community (parents, students, and staff) and older adults

## Example Action

Develop delivery method for education/encouragement to effectively engage the community in a cost-effective manner



# Safe Routes to School Webpage and Coordination

## Program Background

The Orange County Transportation Authority (OCTA), in partnership with the Orange County Health Care Agency (OCHCA), completed the Safe Routes to School Action Plan (SRTS AP) in 2021. The SRTS AP outlines initial goals, strategies, and actions to create and manage a countywide SRTS program. Through this process, the agencies jointly developed and supported a recommendation to establish a countywide SRTS program to support schools in need of SRTS programming. In Fall 2023, OCTA and OCHCA established a SRTS program in Orange County, continuing both agencies partnership. The SRTS AP also included the establishment of a Stakeholder Committee that will “serve as a resource to program staff and will play a central role in actively promoting and implementing this Action Plan.” Committee members will cultivate relationships to foster collaboration in the SRTS community, which continues to build a culture of safety for the Countywide SRTS program along with OCTA’s Next STEP (Safe Transportation Education Program) and Orange County Health Care Agency’s (OCHCA) Injury Prevention for SRTS and future programs.

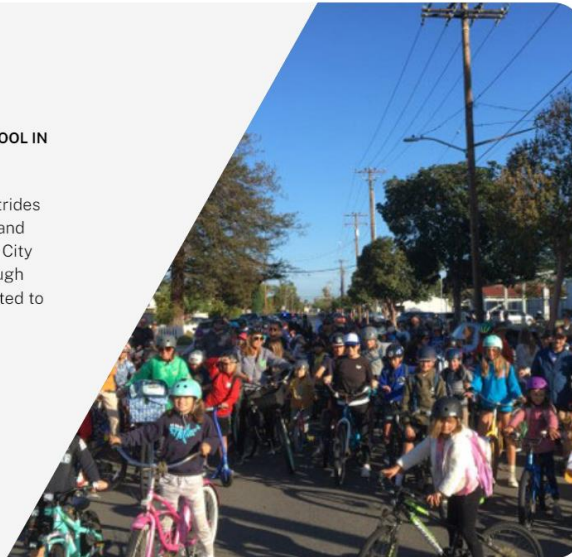
## Events

### Costa Mesa

#### STEPPING UP SAFE ROUTES TO SCHOOL IN COSTA MESA

Costa Mesa is making significant strides in promoting active transportation and enhancing safety for students. The City has been building momentum through programs and planning efforts related to Safe Routes to School.

[+ Learn More](#)

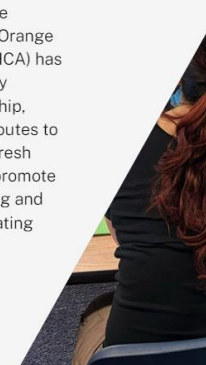


### OCHCA

#### OCHCA AND MAPLE ELEMENTARY TEAM UP FOR SAFER, HEALTHIER STUDENTS

In a collaborative effort to improve student safety and wellness, the Orange County Health Care Agency (OCHCA) has teamed up with Maple Elementary School in Fullerton. This partnership, under the umbrella of the Safe Routes to School (SRTS) Program and CalFresh Healthy Living initiative, aims to promote physical activity, including walking and biking to school, and nutritious eating among students and families.

[+ Learn More](#)



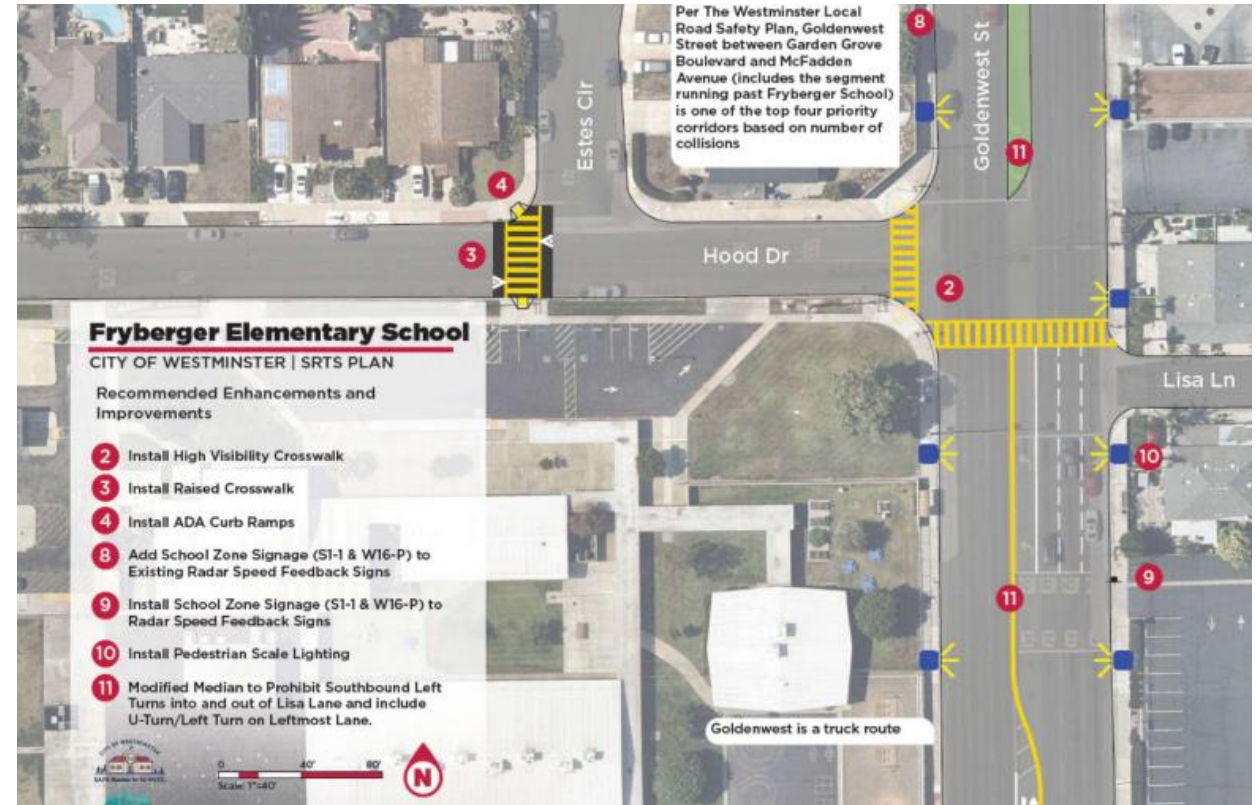
# Next Safe Travels Education Program

## Project Summary

- 25 schools - Eligibility determined by SRTS Action Plan needs analysis
- Educational programming
- Evaluation/concept development

## Current Activities

- School recruitment
- City coordination
- Data gathering/analysis



Westminster SRTS Plan (Alta) – Fryberger Elementary

SRTS – Safe Routes to School

# Active Outreach and Education

## Project Overview

- Bike rodeos
- Pop-up tables and street teams
- Online education
- Safety equipment distribution
- Stakeholder development
- Staff are taking event requests

## Recent events

- Fiestas Patrias, 9/14/24 in Santa Ana
- Fourth District Supervisor Chaffee Community Bike Ride to Raise Prostate Cancer Awareness, 9/21/24 in Fullerton
- Walk to School Day, 10/9/24 at Washington Elementary in Santa Ana
- Trunk-or-Treat Resource Fair, 10/23/24 in Santa Ana



Sample safety equipment (L: bell, R: spoke reflectors)



Sample OCTA Bicycle Stickers

# Ongoing Active Transportation Efforts

## Bicycle counts

- 2024 Data incorporation - complete
- Data distribution - complete

## Bicycle network update

- Existing bikeways network - complete
- OC bikeways map – complete

## OC Connect Project

- 4-mile Class I bike path in Santa Ana and Garden Grove
- Project Approval/Environmental Document Phase
- Finalize Spring 2025

# E-bike Coordination

## E-bike Coordination Meeting

## Ordinance Database

- Updated with proposed ordinances in October

## Webpage

- Partner agency efforts
- Plain language ordinance finder

## Video Development

- Promoted on Facebook, Instagram, Twitch, and YouTube
- Reach: 1.3 million
- Plays: 170,000
- New outreach method: movie theaters in Aliso Viejo, Anaheim, Brea, Huntington Beach, and Yorba Linda
- New video project underway



# Next Steps

- Return to the Board of Directors with updates on active transportation efforts including:
  - OC Connect, e-bike coordination efforts, grant awards
  - Partnering with stakeholders
- Seek funding opportunities to support active transportation activities
  - Continue working with local agencies and community groups to advance active transportation measures for all Orange County residents