

Rural Light Events



Cody Franz, Transportation Options Specialist
Point2point at Lane Transit District



Event

- Hosted in rural towns in Lane County
 - Florence
 - Oakridge
 - Cottage Grove
 - Coburg
- Targeted low income household and children
- Offered bike lights, walking lights, reflective pant straps



Event Promotion

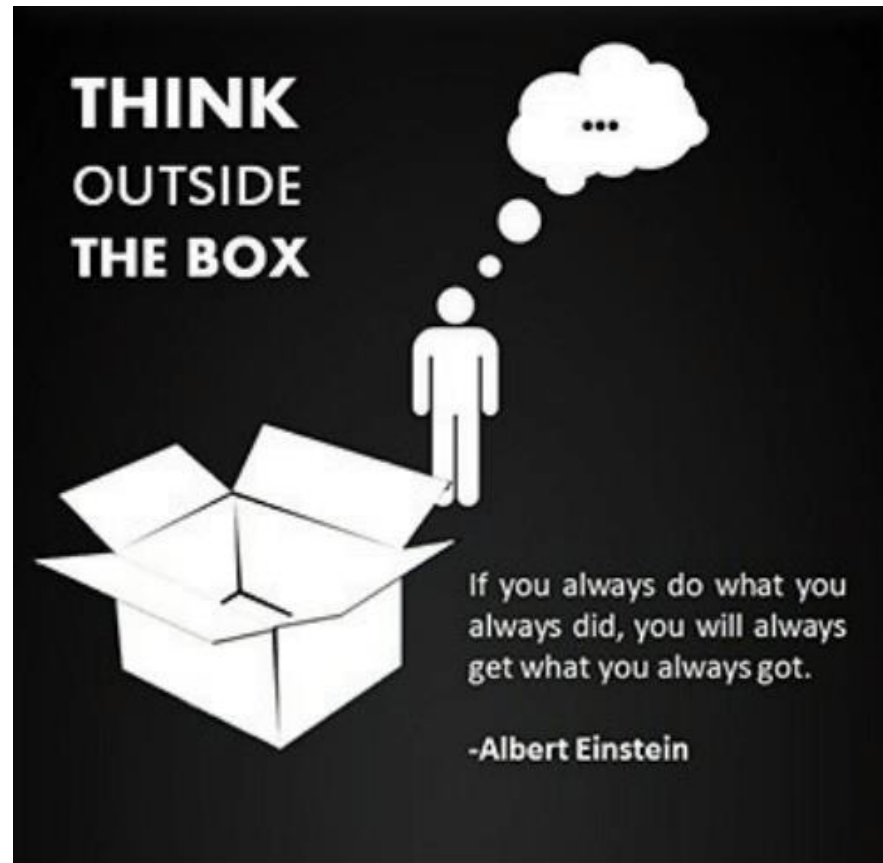
- Facebook events
- Posters
- Press release
- Articles in local newsletters or newspaper



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What made it successful?



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Marketing

- Facebook events
- Posters
- Press release
- Articles in local newsletters or newspaper
- Posters at the skate parks
- Morning announcements at schools
- Flyers placed in food boxes
- Posters/flyers at free dinner locations



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Location

Take your event to the people, don't ask the people to come to you!



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Find the Poster Guy!

- Find out how to tap into the local networks
 - Bike advocates
 - Kiwanis
 - Bike Shops
 - Police and Fire Dept.
 - Chamber of Commerce
 - Safe Routes to School
 - Local planners
 - Local hospitals



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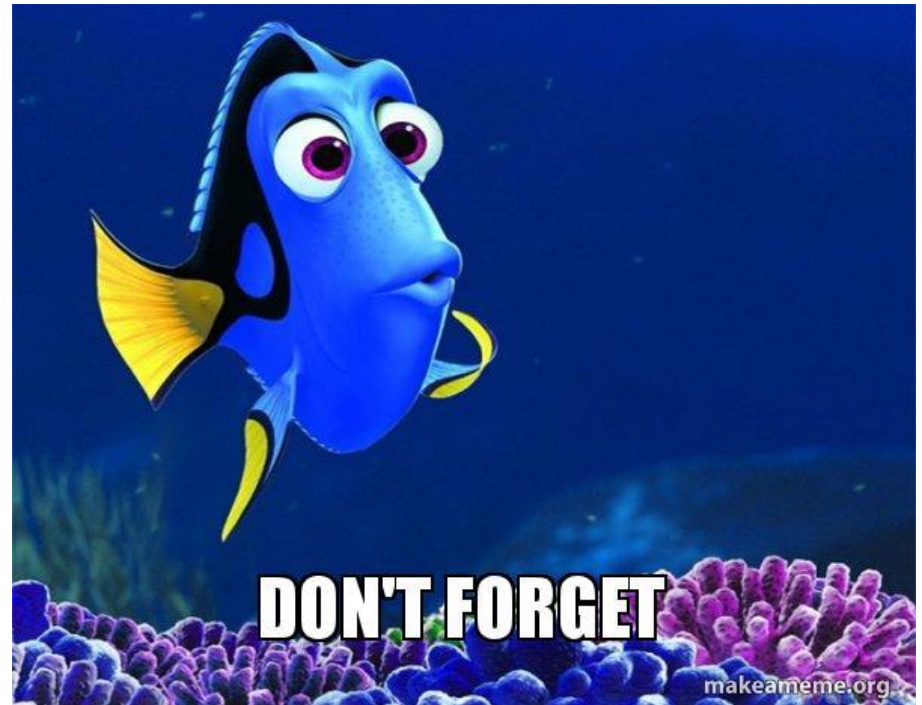


Social Media

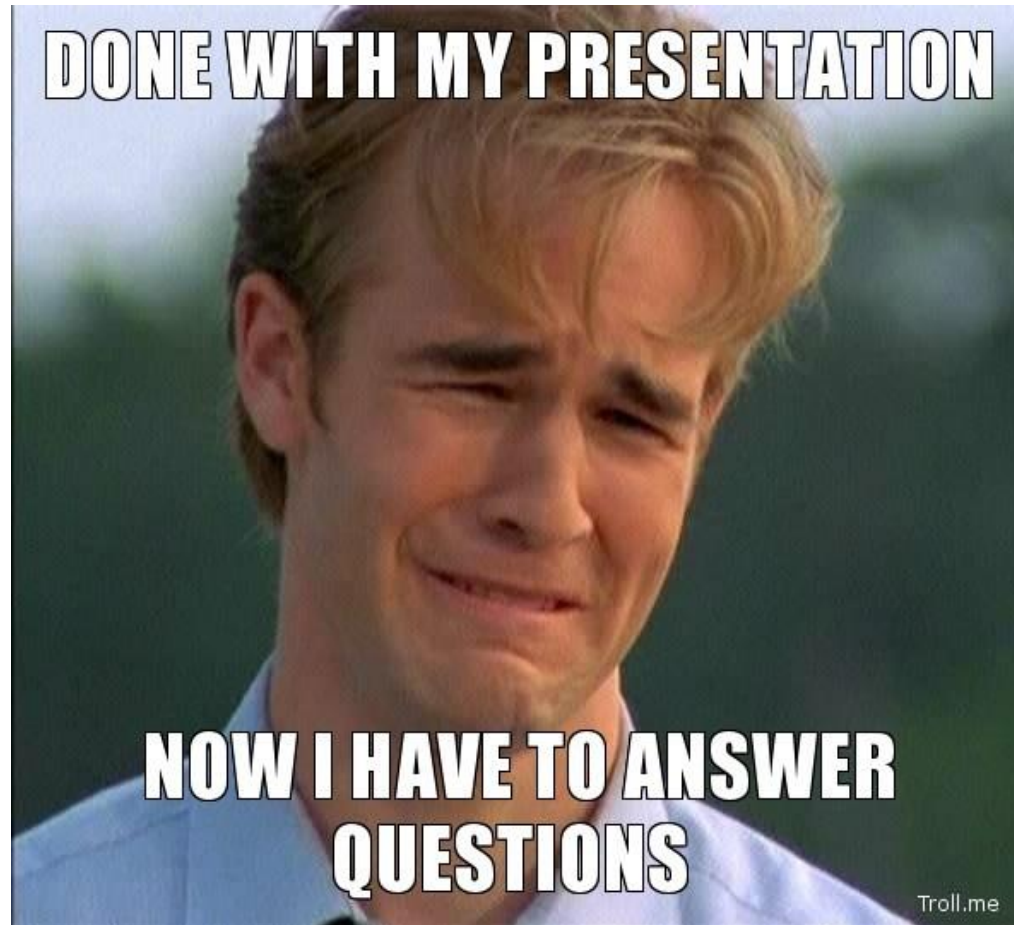


Don't be like Dory

- Think outside the box
- Location is IMPORTANT
- Facebook works
- Find the Poster Guy



Questions?



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