

## OCTA E-Bike Safety Plan Event Promotion Toolkit

The Orange County Transportation Authority (OCTA) is developing an E-bike Safety Plan that will identify gaps and needs in outreach, education, encouragement data, and funding for e-bike safety. In May and June, OCTA will be conducting two e-bike safety rodeos and two virtual workshops and we'd appreciate your consideration in sharing these upcoming events with your communities.

Below, we have provided an easy-to-use toolkit with copy/paste-ready text, links and downloadable graphics to make sharing simple and inform your audience about the upcoming events. Thank you in advance for helping promote our e-bike safety events and keeping the public informed and engaged.



### SAMPLE EMAIL BLURB #1

**SUBJ: Grab your helmet -- learn e-bike safety skills in virtual workshops and bike rodeos**

Are you eager to hit the streets on your e-bike but want to ensure you're doing it safely and confidently? The Orange County Transportation Authority (OCTA) is holding a series of e-bike safety events aimed at sharing safe biking practices and e-bike tips to kids and families.

#### **E-bike Rodeos**

Kids of all ages can learn the rules of the road for bicycling, get safety tips for e-bikes, and practice their skills on a safety course. Bike repairs and maintenance will also be available. Learn more at [www.octa.net/ebike](http://www.octa.net/ebike).

Bring your e-bikes and helmets to one or both of the safety rodeos near you:

Saturday, May 18

[Niguel Hills Middle School](#), Laguna Niguel

10:00 am – 2:00 pm

Saturday, June 1

[Huntington Beach Pier Plaza](#), Huntington Beach

10:00 am – 2:00 pm

## Virtual E-Bike Safety Workshops

If you can't join in person, there will also be two Virtual E-Bike Safety Workshops offered in June. These will take place over Zoom -- no bike or helmet required -- and will give parents and kids the info they need to start practicing safe biking habits.

Tuesday, June 4:

6:00 pm – 7:00 pm

[Register for the June 4th workshop](#)

Thursday, June 13:

6:00 pm – 7:00 pm

[Register for the June 13th workshop](#)

These safety rodeos and workshops are part of OCTA's E-Bike Safety Plan. The Plan will provide educational resources and safety strategies for Orange County communities to encourage safe e-bike riding practices. Visit [www.octa.net/ebike](http://www.octa.net/ebike) for more information.

## SAMPLE EMAIL BLURB #2 and #3

### E-Bike Safety Events

Are you eager to hit the streets on your e-bike but want to ensure you're doing it safely and confidently? The Orange County Transportation Authority is holding a series of e-bike safety events aimed at sharing safe biking practices and e-bike tips to kids and families in May and June. Learn more at [www.octa.net/ebike](http://www.octa.net/ebike).

or

### E-Bike Safety Events

Are you eager to hit the streets on your e-bike but want to ensure you're doing it safely and confidently? The Orange County Transportation Authority is holding a series of e-bike safety events aimed at sharing safe biking practices and e-bike tips to kids and families. Kids of all ages can learn the rules of the road for bicycling, get safety tips for e-bikes, and practice their skills on a safety course at two safety rodeos at Niguel Hills Middle School on May 18 and Huntington Beach Pier Plaza on June 1. We will also be holding two virtual e-bike safety workshops in June. Learn more at [www.octa.net/ebike](http://www.octa.net/ebike).

## SAMPLE SOCIAL MEDIA

E-Bike Rodeos:

**Twitter/X:** 📢 Attention e-bike riders! Mark your calendars 📅 for OCTA's upcoming E-bike Safety Rodeos on May 18th & June 1st. Join us to brush up on safety skills, enjoy demos, and connect with fellow riders. Let's ride safely together! Visit [www.octa.net/ebike](http://www.octa.net/ebike). #EbikeSafety #OCTA

**Instagram:** 🚲🛠️ Ready to roll? Join OCTA for E-bike Safety Rodeos on May 18th & June 1st! Learn safe e-bike riding habits and practice on our e-bike safety course. Bike repairs and maintenance will also be available! Learn more at [www.octa.net/ebike](http://www.octa.net/ebike). #EbikeSafety #OCTA

**Facebook:** 📢 Attention e-bike riders! Gear up for OCTA's upcoming E-bike Safety Rodeos on May 18th & June 1st. Join us to brush up on safety skills, enjoy demos, and connect with fellow riders! Learn more at [www.octa.net/ebike](http://www.octa.net/ebike). #EbikeSafety #OCTA Mark your calendars:

Saturday, May 18  
[Niguel Hills Middle School](#), Laguna Niguel  
10:00 am – 2:00 pm

Saturday, June 1  
[Huntington Beach Pier Plaza](#), Huntington Beach  
10:00 am – 2:00 pm

E-Bike Virtual Workshop:

**Twitter/X:** Join OCTA for E-bike Virtual Workshops on June 4th & June 13th. Kids of all ages can learn the rules of the road for bicycling and get safety tips for e-bikes. Register today and learn more at [www.octa.net/ebike](http://www.octa.net/ebike)! 🚲 🖥️ #EbikeSafety #VirtualWorkshop #OCTA

**Instagram:** 🖥️ Sign up for OCTA's E-bike Virtual Workshops on June 4th & June 13th. Explore e-bike safety from home and gain valuable insights to enhance your riding experience. Register today and learn more at [www.octa.net/ebike](http://www.octa.net/ebike)! #EbikeSafety #VirtualWorkshop #OCTA 🚲

**Facebook:** Join OCTA for E-bike Virtual Workshops on June 4th & June 13th. Kids of all ages can learn the rules of the road for bicycling and get safety tips for e-bikes. 🚲 🖥️ Register today and learn more at [www.octa.net/ebike](http://www.octa.net/ebike)!

Tuesday, June 4:  
6:00 pm – 7:00 pm  
[Click this link to register for the June 4th workshop](#)

Thursday, June 13:  
6:00 pm – 7:00 pm  
[Click this link to register for the June 13<sup>th</sup> workshop](#)

All Events:

**Twitter/X:** 🚲 Attention e-bike riders! Join us for OCTA's upcoming e-bike safety events in May/June in Huntington Beach and Laguna Niguel! Get ready to learn safe biking practices and e-bike tips virtually. Visit [www.octa.net/ebike](http://www.octa.net/ebike) for more information. #EbikeSafety #OCTA

**Instagram:** 🚲 Calling all e-bike enthusiasts! 🚲 Don't miss OCTA's upcoming safety events aimed at sharing safe biking practices and tips to families in May/June. Learn more about the virtual workshops and safety events in Huntington Beach and Laguna Niguel at [www.octa.net/ebike](http://www.octa.net/ebike). #EbikeSafety #OCTA

**Facebook:** Hey e-bike riders! 🚲 Mark your calendars for OCTA's upcoming safety events aimed at sharing safe biking practices and tips to families in May/June. Learn more about the virtual workshops and safety events in Huntington Beach and Laguna Niguel at [www.octa.net/ebike](http://www.octa.net/ebike). #EbikeSafety #OCTA