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PRESS RELEASE

FOR IMMEDIATE RELEASE

MANHATTAN BEACH LAUNCHES E-BIKE SAFETY AND AWARENESS CAMPAIGNS

"Ride Safe, Ride Ready," the First of Its Kind Program in South Bay Addresses Growing Safety Concerns Around the Dangers of E-bikes, Just in Time for National Bike Safety Month

MANHATTAN BEACH, CA (May 18, 2022) – May is National Bike Safety Month, and the City of Manhattan Beach is encouraging everyone to participate in e-bike safety through "Ride Safe, Ride Ready," a new program designed to educate the community on e-bike safety, accident prevention, and general e-bike preparedness.



"Ride Safe, Ride Ready" is the result of a Citywide collaborative effort between the City, the Manhattan Beach Police Department (MBPD), the Manhattan Beach Unified School District, and two Mira Costa High School students. The campaign, "Ride Safe, Ride Ready" will be an ongoing initiative focused on three core tenants: education, engagement, and enforcement.

"E-bike safety and accident prevention has become a major concern in Manhattan Beach and other surrounding cities. Every day we receive complaints about e-bikers riding at excessive speeds, not wearing helmets, or just demonstrating a lack of safety precaution," said Councilmember Joe Franklin. "With summer just around the corner, there's going to be a significant influx of people, especially teenagers, riding their e-bikes around town. We knew it was critical to create a program like "Ride Safe, Ride Ready" that will educate and inform the public on e-bike safety and constantly reinforce those guidelines that were established to help keep everyone safe. This is a community challenge, and it required a community solution."

"During the pandemic, many cities saw e-bike sales soar. Manhattan Beach alone saw an increase of over 900% in e-bike sales in 2020 and along with it, MBPD is concerned that there may be a dramatic rise in e-bike accidents and injuries," added Acting Captain Andrew Harrod of the Manhattan Beach Police Department. "Most e-bikers have minimal knowledge of the laws

associated with electric powered mobility devices like e-bikes, and while we've strengthened enforcement, at the same time, we also need to step up education."

Beginning today, residents will start to see and hear e-bike safety messaging everywhere. The City is partnering with local businesses and bike shops, and district schools to educate the community about e-bike safety. E-bike handlebar hangtags highlighting basic e-bike rules of the road, tips on how to be "Ride Ready," and hazards of the road will be placed on e-bikes around town.

Local businesses, civic organizations, the Manhattan Beach Chamber of Commerce, the Downtown Business and Professional Association, as well as the North Manhattan Beach Business Improvement District, and others have also come on board to encourage e-bike safety and are highlighting "Ride Safe, Ride Ready" on their social media accounts.

Mira Costa High School students, Alex Chun and Justin Newman, spoke at a City Council meeting earlier in the year expressing interest in helping lead an e-bike safety initiative. Together, the duo is spreading the word via social media. They created a humorous [Public Service Announcement \(PSA\) video](#), the first in a series of e-bike safety videos, which are on TikTok and the Instagram account, "Ride Safe, Ride Ready." They are currently reaching out to local summer programs and camps for kids to set up safety briefings.

Simultaneously, following an e-bike accident that resulted in a severe injury that occurred in 2021 to Manhattan Beach student Lara Meyer, local students Kai and Luca O'Neill, and Sydney Martin began working on an e-bike safety campaign to educate middle school aged children about biking and the rules of the road. Along with Manhattan Beach Middle School Principal Rose Ahrens and MBPD, the group produced a [PSA video](#), and a bike safety quiz contest for Manhattan Beach Middle School students sponsored by the Manhattan Beach District Advisory Council and the PTA to increase awareness about e-bike safety. Contest rules will be sent to the middle school students next week in the PTA newsletter.

"I'm thrilled to see our community embrace the use of e-bikes and also responsibly address the challenges associated with their growing popularity and use," said Mayor Hildy Stern. "It's important to educate our youth and broader community on the importance of practicing e-bike safety habits to reduce risks while still enjoying the benefits of riding e-bikes."

The popularity of e-bikes shows no signs of slowing down. We can all contribute to a safer environment by being "Ride Safe, Ride Ready." Join Councilmembers, MBPD, Alex Chun, and Justin Newman on Saturday, May 21, 2022, from 10 AM to 2 PM at the base of the Manhattan Beach Pier to learn how to assist in making sure Manhattan Beach is a safe and enjoyable place to ride e-bikes. For more information, please visit [Safety Tips for Bicyclists](#).

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