[Date]

Subject: Ride Ready E-Bike and E-Scooter Campaign Launch

Dear Colleagues/District Community,

E-bikes and e-scooters are becoming increasingly popular among students as a way to travel to school, activities, and around their communities. While these devices offer greater independence, they also present safety concerns that extend beyond our school campuses.

The Sacramento County Office of Education (SCOE) have developed **Ride Ready**, a countywide public safety awareness campaign to help families make informed purchasing decisions and encourage students to ride safely and responsibly.

Why It Matters

Not everything marketed as an e-bike meets California's legal definition of an e-bike. Some electric-powered vehicles exceed legal speed or motor-power limits and may be classified as mopeds or motorcycles, with different age, licensing, registration, and safety requirements.

Unsafe riding can also result in serious injuries, collisions, citations, and potential legal or financial consequences for families.

How School and District Staff Can Help

As educators and school employees, we have an opportunity to reinforce safe practices and help students understand their responsibilities as riders.

We encourage staff to:

- **Reinforce safe riding habits.** Remind students to wear properly fitted helmets, follow traffic laws, control their speed, and respect pedestrians and other road users.
- **Promote campus safety.** Remind students to dismount and walk bicycles, e-bikes, and e-scooters while on school grounds, consistent with school policies.
- **Encourage family conversations.** Direct families to resources that explain vehicle classifications, age restrictions, safe riding practices, and potential legal and financial consequences.
- **Share campaign resources.** Incorporate Ride Ready messages into school newsletters, classroom discussions, announcements, student activities, and other appropriate communications.

Resources for Schools and Families

The Ride Ready campaign includes family education materials, social media messaging, public service announcements, and student-created videos that schools and districts can use to support safety awareness.

Visit **GetRideReady.org** for safety information, riding rules, and family resources.

Our goal is not to discourage students from enjoying the independence these devices provide, but to help them develop the knowledge and habits to make responsible choices.

Before you buy. Before they ride. Know what's at stake.

Thank you for helping create safer school communities and reinforcing the shared responsibility we have for student safety.

Sincerely,

[Principal/Superintendent Name]

[School/District Name]