

# OCTA E-bike Update

## Bicycle and Pedestrian Subcommittee



# Updates

- TAC Survey
- E-bike webpage
- Videos
- Print materials
- Social Media Campaign
- Participation in events

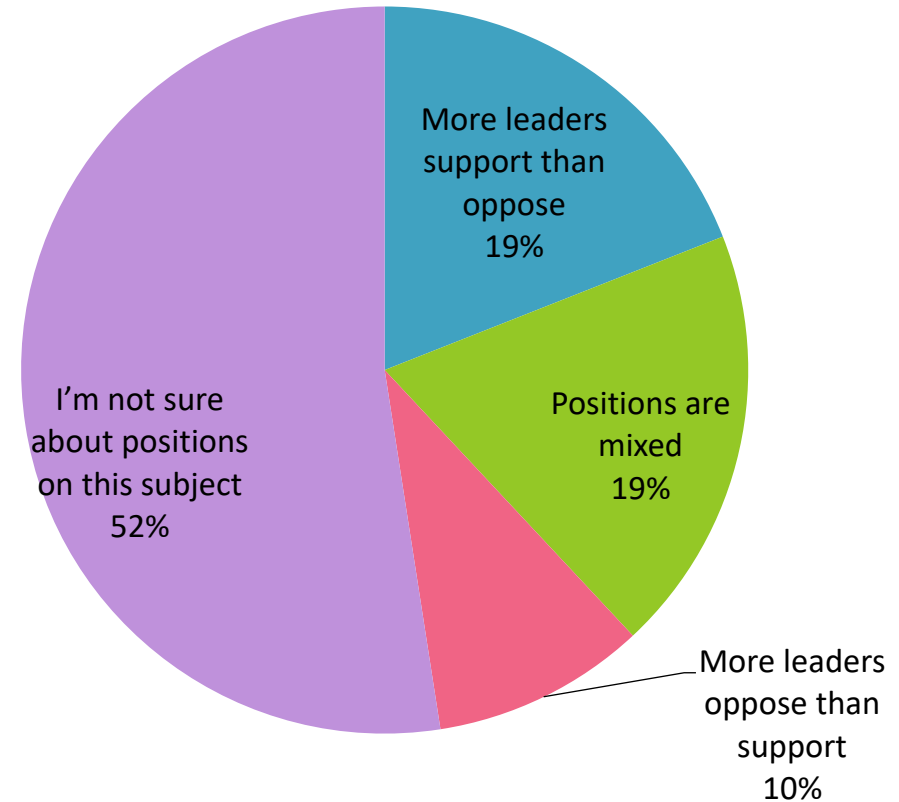


# Attention and favorability

What level of attention have e-bikes required of your department? (0-100)

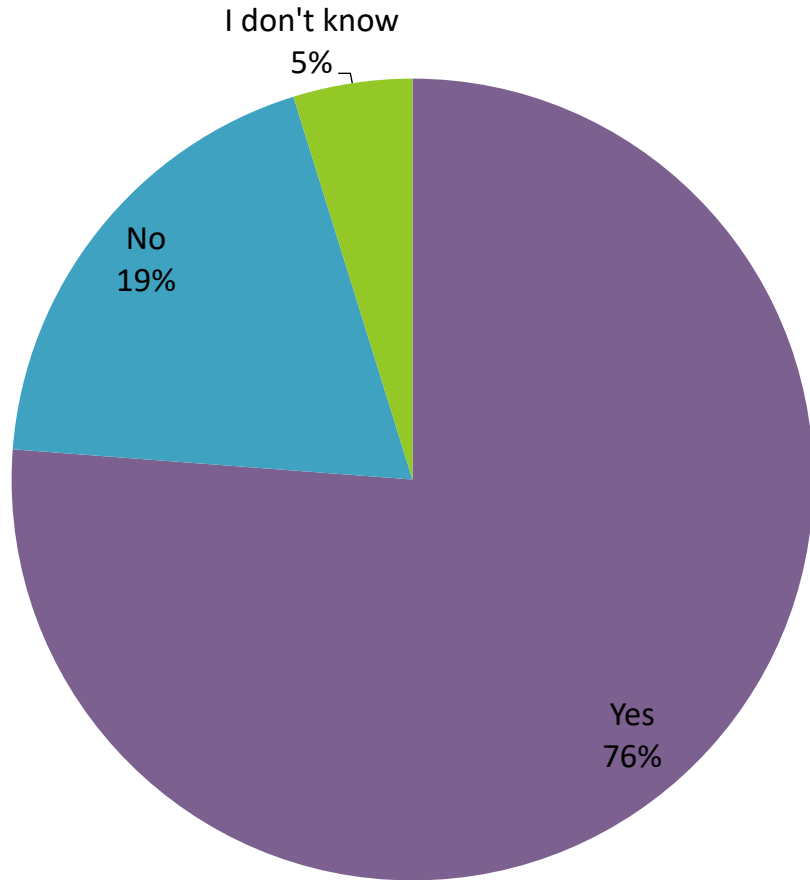
- **Most common response: 40/100**

To what extent are key government decision-makers in support of or opposed to e-bike use in your city?



# Ebike Trends

## Is e-bike ridership increasing?

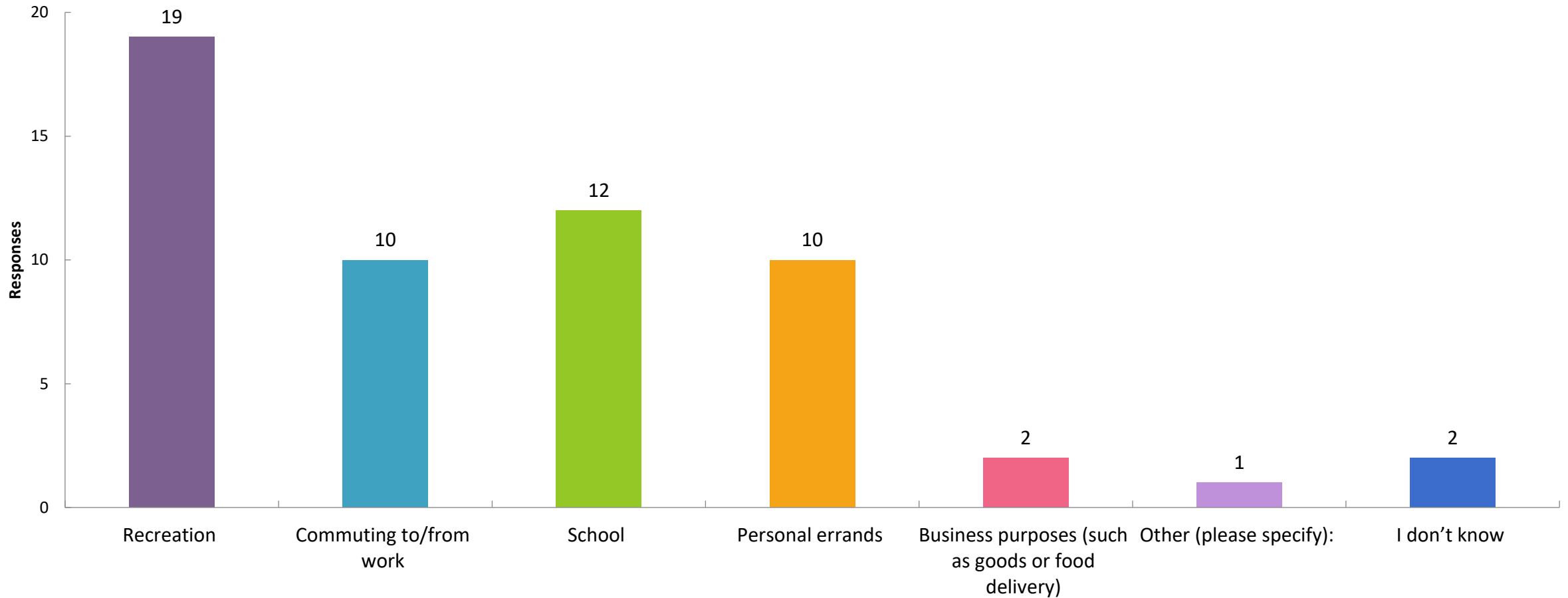


## What percentage of bike trips are made by e-bikes?

- Mean response: 21%

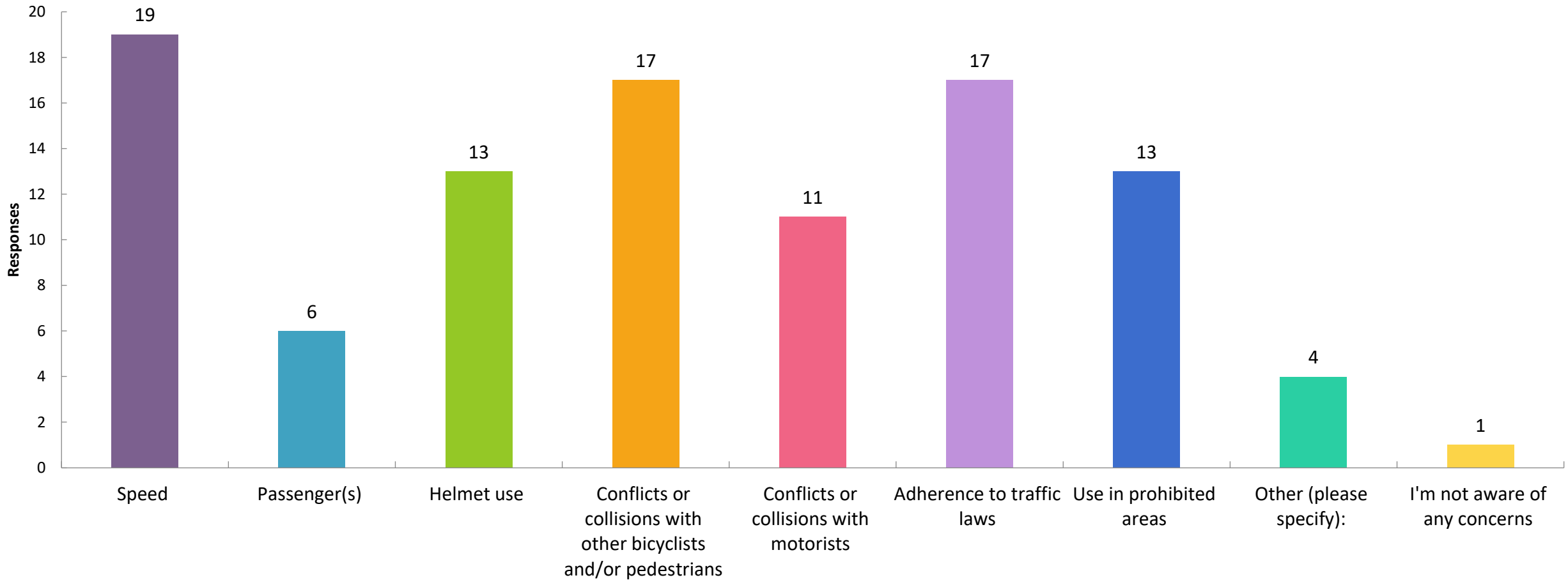
# Ridership and needs

For what reasons do respondents think people ride e-bikes in their jurisdiction



# Enforcement and concerns

## What are respondent's city/agency concerns pertaining to e-bikes?



# TAC Survey

- In most respondents' jurisdictions e-bike usage is increasing.
- Recreation is almost universally seen as the largest use for e-bikes, but half of respondents identified, school, personal errand, and commuter trips as uses for e-bikes in their jurisdictions.
- Speed was respondents' largest concern, but general behavior of e-cyclists (adherence to traffic laws and conflicts with other users) was also identified as a prominent concern.
- There is a lack of resources available for e-bike enforcement and education.

# E-bike Webpage Overview

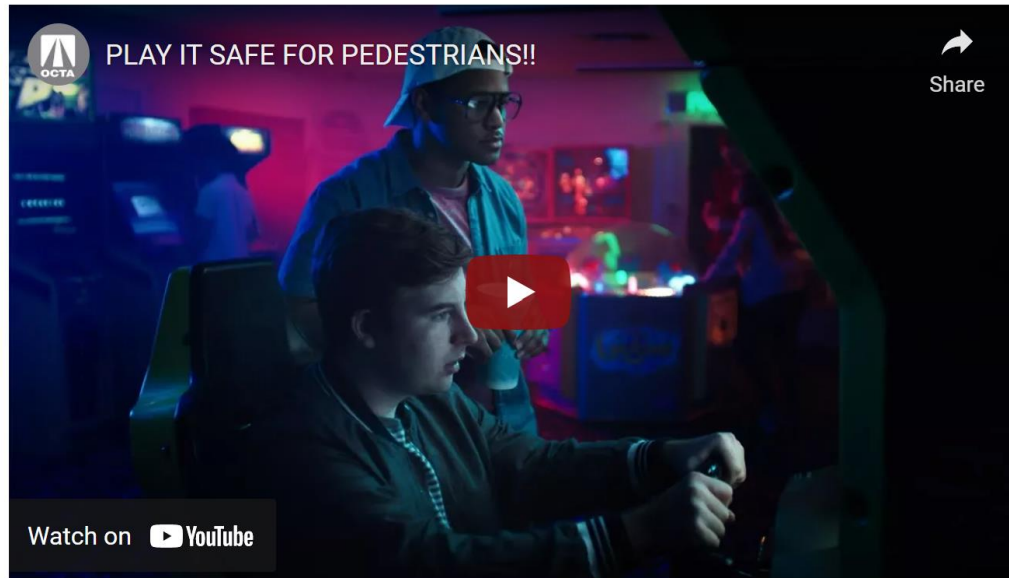
[Draft Ebike Webpage](#)



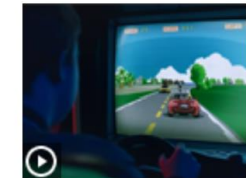
# Video, Print, Social Media

Approach for upcoming efforts:

- Eye-catching and appealing
- Rooted in real-world safety data and trends
- Speak to community values and priorities
- Relevant to a variety of demographic groups or user types



PLAY IT SAFE FOR PEDESTRIANS!!



PLAY IT SAFE FOR CYCLISTS!!



Don't Be A Salmon. Ride with the flow, not against it.

# Videos

- Themes

- Focus on teens operators
- Safe operation of e-bikes
- Being courteous and safe cyclists

- Format

- Short format videos which can be aggregated into a longer video
- Likely to use TikTok or reels approach

- Goal

- Reach school aged kids in a way that is accessible to them while still addressing safety and operations



OCTA's 3 Feet for Safety Video

# Print Materials

- Topic Focus Areas
  - Speed
  - Riding around others (Class I facilities)
  - General Safety and Operations
- Print types
  - Flyer
  - Postcard
  - Informational sign/poster
  - Bike hanger

# Print Materials

## Topic Focus Areas

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## Purpose

- Make available to partners:
  - Bike shops
  - Public agencies
  - Schools
- For use during events

# Social Media Campaign

- 6-month campaign with focus on general audience
- Topic Areas
  - Speed
  - Riding around others (Class I facilities)
  - General Safety and Operations
- Will complement other E-bike media being developed



# E-bike Events

## Assemblywomen Davies Event

- E-bike skills course developed and administered by CHP
- Informational booths by Dana Point Public Safety, City of San Clemente, E-bike retailer, OCTA
- Attendance of around 30 parents, kids, and residents
- Messaging centered around safe e-bike operations and use of bicycle facilities



Questions/Comments?