THE FLORIDA DEPARTMENT OF TRANSPORTATION
Office of Safety

E-BIKE SAFETY SCHOOL CAMPAIGN TOOLKIT

A Ready-to-Use Toolkit for Middle and High Schools

FDOT

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E-Bike Safety School Campaign Toolkit: A Ready-to-Use Toolkit for Middle and High Schools

Introduction

Dear School Administrators and Faculty,

E-bikes are reshaping how students get around. They offer real independence and a practical way to commute, but they also introduce risks that most families and schools haven't had to think about before. These are not traditional bicycles. With motor-assisted speeds reaching 20 to 28 miles per hour, heavier frames, and longer stopping distances, e-bikes demand a different level of awareness from riders, parents, and the communities where students ride.

The numbers underscore the urgency. From 2017 to 2022, e-bikes were linked to over 53,000 emergency room visits and 104 deaths nationally. In Central Florida, e-bike and e-scooter injuries increased 218% between 2024 and 2025, and only 17% of injured riders were documented as wearing helmets according to data from Orlando Health Arnold Palmer Hospital for Children. Many of these riders are middle and high school students.

The Florida Department of Transportation's District Five Office of Safety developed this toolkit to give your school practical, ready-to-use tools for building e-bike safety awareness among students and their families. Everything in this toolkit can be deployed independently. No coordination with FDOT is required, although our team is available to support in-person training, outreach, and presentations.

This document serves as your guide to the full toolkit. It describes each component, explains how to use it, and includes all the written content you need to get started. The accompanying materials—brochures, a presentation deck, and posters—are included as separate files.

We appreciate your partnership in keeping students safe on the road.

— The Florida Department of Transportation's Office of Safety

What's in the Toolkit

This toolkit is organized around the principle that safety awareness works best when it reaches students and families through multiple touchpoints, not just a single assembly or handout. The materials are designed to be mixed, matched, and adapted to your school's culture and schedule.

The toolkit includes the following components:

#	Component	Audience	Format
1	Morning Announcement PSA Scripts	Students	Scripts (in this document)
2	Newsletter / Email Blurbs	Parents	Copy (in this document)
3	Social Media Posts	Parents / General	Images + DOCX (attached)
4	Student Video Project Concepts	Students	Briefs (in this document)
5	E-Bike Bi/Trifold Brochures (3 versions)	Students / Parents / General	PDF (or printed). Printed copies can be requested.
6	E-Bike Safety Presentations (30-min and 10-min)	Students	PPTX (attached)
7	Safety Posters and Banners	Students	PDF (or printed). Printed copies can be requested.
8	E-Bike Safety Skills Challenge	Students	Activity (see below)
9	Promotional Materials	Students	Physical items may be requested from FDOT

Components 1 and 2 are included in full in this document. Component 3 includes social media graphics and a copy document. Component 4 provides student video project concepts. Components 5, 6, and 7 are attached as PDF and PowerPoint files. Component 7 describes posters and banners. Component 8 is a suggested hands-on activity. Component 9 consists of physical promotional items that FDOT can provide to schools upon request, along with printed versions of the posters, brochures, and banners.

How to Use This Toolkit

This toolkit is designed so that each piece can stand on its own or work together as a coordinated campaign. Below are some suggested approaches, but schools should feel free to adapt the materials to whatever cadence and format makes sense for their students and community.

Sample Timeline

For schools looking to launch the campaign efficiently, the following two-week schedule touches each audience through multiple channels:

Week 1: Awareness

- Begin morning announcement PSAs (rotate one per day)
- Display safety posters in hallways, cafeteria, and near bike racks
- Send the first parent newsletter blurb via email or school app
- Distribute brochures at the front office and through student riders

Week 2: Engagement

- Continue PSAs with new scripts
- Distribute spoke cards, reflective slap bracelets, and other promotional materials to students who ride
- Give e-bike safety presentations in classrooms
- Send second newsletter blurb to parents via email or school app
- Host the E-Bike Safety Skills Challenge during PE or an after-school block
- Introduce video project concepts to interested classes or clubs

Ongoing Reinforcement

After the initial rollout, schools can sustain awareness by rotating PSA scripts monthly, sending seasonal newsletter blurbs (especially before summer and the start of the school year), and restocking brochures and spoke cards at the front office. The safety posters can remain displayed year-round.

1. Morning Announcement PSA Scripts

These scripts are written for students and are approximately 20–30 seconds each when read at a natural pace. They can be read by a student, a teacher, or included in pre-recorded morning announcements. While the key messages should remain consistent, schools may adapt the language to match their tone.

Middle School Scripts

Script 1: "Helmet First, Then Power On" (~20 seconds)

Good morning, students! If you ride an e-bike or are thinking about getting one, remember: e-bikes are faster and heavier than regular bikes. That means you need extra protection. Always wear your helmet with the strap buckled, use your lights, and stay visible. Ride on the right side of the road, follow all traffic signs and signals, and slow down around people walking. An e-bike is a vehicle, so ride like you mean it and get home safely.

Script 2: "One Rider, Eyes Up" (~20 seconds)

Attention students: E-bikes are fun, but only if you ride them safely. Ride solo. No extra passengers on the seat or pegs. Put your phone away so your eyes stay on the road, not on a screen. Obey speed limits, use your brakes early, and be ready for cars pulling out or people crossing. Make smart choices so every ride is a round trip.

High School Scripts

Script 1: "Ride Like You're Driving" (~25 seconds)

Good morning, [school mascot]! A reminder for everyone riding e-bikes to school: Florida law treats e-bikes like bicycles, and that means you're a vehicle on the road. Ride with traffic, not against it. Stop at red lights and stop signs, signal your turns, and don't weave in and out of cars. Higher speed means less time to react, so control your speed and stay alert. Ride like you're driving. Your choices matter.

Script 2: "The Right Helmet for the Ride" (~25 seconds)

Students, if you ride an e-bike, your helmet should be built for the speeds you're going. Look for a sturdy, well-fitted e-bike certified helmet that covers more of your head and keep the chinstrap tight. Crashes on e-bikes can be more severe because they can reach 20 or even 28 miles per hour. Don't skip the gear. Your helmet should take the hit, not your head.

Script 3: "Know Your Route, Know the Rules" (~25 seconds)

Morning, everyone. Before you hop on your e-bike, know where you're allowed to ride. Some sidewalks, trails, and parks have special rules or speed limits for e-bikes, and some places may not allow certain types at all. Stick to bike lanes, roads, and paths where bikes are allowed, and slow down when space is tight. Knowing the rules helps keep everyone—drivers, riders, and walkers—safe.

2. Newsletter and Email Blurbs for Parents

These blurbs are written for parents and families. They can be used in school or district newsletters, websites, parent emails, or school communication apps. Each blurb is self-contained and can be sent individually or combined. Schools may pair them with the accompanying images.

Blurb 1: "Is an E-Bike Right for Your Child?"

E-bikes are becoming a popular way for students to get around, and they're very different from traditional bicycles. Florida law defines e-bikes as bicycles with fully operable pedals and an electric motor of less than 750 watts and grouped into three classes by speed. Many models can reach 20–28 mph, which changes how they handle and how quickly kids must react. Before buying an e-bike, we encourage families to learn about the different classes, check the label for top speed, and be realistic about your child's size, skills, and judgment. Riding alongside your child at first is a great way to teach safe habits and make sure an e-bike is truly a good fit. Review the attached e-bike safety brochure from the Florida Department of Transportation.

Blurb 2: "Always Wear the Right Helmet"

As e-bikes and e-scooters become more common, hospitals have seen a sharp rise in related injuries among children and teens, locally and nationwide. In Central Florida, e-bike and e-scooter injuries increased 218% from 2024 to 2025, and only 17% of injured riders were documented as wearing helmets according to data from Orlando Health Arnold Palmer Hospital for Children. Because e-bikes can travel at higher, sustained speeds, a sturdy, well-fitted helmet is essential. For e-bike riders, look for a helmet designed and certified for higher-speed impacts that covers more of the head, especially the temples and back. Helmets are required for riders under 16 and recommended for everyone. A simple family rule of "no helmet, no ride" can make all the difference.

Blurb 3: "E-Bikes: Know the Rules of the Road"

In Florida, e-bikes generally have the same rights and responsibilities as bicycles. That means students on e-bikes should ride with traffic, obey all signs and signals, and follow posted speed limits, just like any other vehicle. Local governments can set additional rules for sidewalks, multi-use paths, parks, and beaches, and may establish minimum age or ID requirements for e-bike riders, so it is important to check current local ordinances. Before your child rides, please review your community's rules together and talk about where they are (and are not) allowed to ride. Clear expectations at home help students make safer decisions on the road.

Blurb 4: "Sharing Paths Safely"

Many of our students share space with people walking, jogging, or using assistive devices on sidewalks and multi-use paths. Because e-bikes are heavier and faster than regular bikes, courteous riding is critical. Encourage your child to slow down around others, use a bell or voice to signal when passing, and always yield to people walking. Riders should stay visible with bright or reflective clothing, keep both hands ready to brake, and avoid distractions like phones

or headphones. Riding predictably (no weaving, sudden jumps into traffic, or surprise passes) helps everyone feel safer using our streets and trails.

3. Social Media Posts

Files: Social Media Posts folder (images and E-Bikes Social Media Posts.docx)

A set of ready-to-use social media posts and graphics is included for schools, school districts, and partner agencies to share through their communication channels. The posts are designed for use on Facebook, Instagram, X, and LinkedIn, and cover topics including e-bike classifications, where e-bikes can ride in Florida, safety tips for riders, and guidance for parents. Each post includes suggested copy and a 1200 x 1200 pixel graphic.

The accompanying Word document (E-Bikes Social Media Posts.docx) contains the full copy for each post along with usage guidance. Partners are welcome to revise the supplied posts to reflect their own brand language and tone, or to replace them with original content highlighting their agency's specific e-bike safety efforts. Tag posts with FDOT to emphasize e-bike safety partnership efforts. Additional creative assets are available on the FDOT District Five Safety website at fdot.gov/d5safety/office-of-safety-resources.

The six post topics included are:

1. **E-bike Classifications** — Explains the three e-bike classes under Florida law and why the distinctions matter.
2. **Where Can E-bikes Ride in Florida** — Covers roadways, sidewalks, multi-use paths, and local restrictions.
3. **What Qualifies as an E-bike** — Addresses modified e-bikes that exceed legal limits and their licensing requirements.
4. **E-bike Safety and Speeding** — Two versions available: one directed at riders and one at parents. Covers speed risks, gear, and helmet recommendations.
5. **E-bike Safety Tips** — A general safety overview covering helmets, visibility, courtesy, predictability, and speed control.
6. **Thinking About Buying an E-bike?** — A carousel-format post covering classifications, where to ride, and safety essentials for prospective buyers.

For questions or to request support with social media outreach, contact the FDOT District Five Office of Safety at D5-SafetyIdeas@dot.state.fl.us.

4. Student Video Project Concepts

The following video concepts were developed as potential public service announcements. They present a compelling opportunity for student engagement: schools can assign these as classroom or club projects in media, communications, health, or civics classes. Students creating their own safety content reinforces the messaging while building practical skills.

Each concept includes a suggested format, setting, story arc, and key messages. Teachers should feel free to adapt them. The core safety messages are what matter most.

Concept 1: "Is an E-Bike Right for My Kid?" (~:30)

Setting: A family at a local bike shop, looking at different e-bikes.

A parent and middle-school-aged child talk with a knowledgeable staff member about e-bike classes, motor power, and top speeds. On-screen graphics briefly explain Class 1, 2, and 3 and show that e-bikes can reach 20–28 mph. They discuss the child's age, riding experience, and where they plan to ride. Parent and child agree on a plan: maybe more time on a traditional bike, a lower-speed option, or riding together before solo rides.

Key messages: Research e-bikes before you buy. Check the label (class, top assisted speed, motor wattage). Be realistic about whether an e-bike is right for your child right now.

Concept 2: "The Helmet that Took the Hit" (:30–:60)

Setting: Interview-style story featuring a local parent and teen, plus a brief expert appearance.

The parent describes a real crash involving their child on an e-bike, focusing on how quickly it happened and how the helmet made the difference. They show the damaged helmet on camera. A trauma specialist explains why higher speeds lead to more serious crashes and why higher-speed helmet standards (like NTA 8776) and full-coverage helmets matter.

Key messages: Helmets save lives, especially at e-bike speeds. Choose a sturdy, properly fitted helmet designed for higher speeds. Make helmet use non-negotiable in your family.

Concept 3: "First Ride Together" (~:30)

Setting: A parent and middle-school student preparing for the student's first e-bike ride to school.

The parent checks the bike: brakes, tires, lights, and battery with a quick "ABCE checklist" overlay. They fit the helmet correctly and tighten the chinstrap. Together, they ride the route, with the parent modeling lane positioning, hand signals, and yielding. In the closing shot, the student confidently rides alone, following each rule modeled earlier.

Key messages: Parents play a key role in modeling safe e-bike behavior. Pre-ride checks and a properly fitted helmet are essential. Riding alongside your child builds skills and confidence.

Concept 4: "Speed vs. Control" (:20–:30)

This concept compares a traditional bike and an e-bike side by side. Two riders approach the same intersection with speed labels ("12 mph" vs. "20–28 mph"). As both brake, the e-bike's stopping distance is clearly longer. Text callouts reinforce: higher speed equals more stopping distance, brake sooner, and helmet on with chinstrap tight.

Production note: This video should use animation, slow-motion footage from a controlled environment, or stock footage to illustrate the difference in stopping distance. Students should not be asked to ride at high speeds or perform emergency braking maneuvers on camera.

Concept 5: "Know Your Class, Know Your Path" (~:30)

Infographic-style animation using icons for Class 1, 2, and 3 e-bikes and different riding environments. Each class appears with its top assisted speed. Lines connect each class to where it is generally allowed in Florida. A panel explains that local governments have set age minimums and have required photo ID since July 1, 2025.

Concept 6: "One Decision, Two Outcomes" (~:30)

Split-screen showing the same student rider in two scenarios at a busy intersection. Left side: helmet, slowing down, signaling, eye contact with a driver. Right side: no helmet, too fast, glancing at a phone. The left rider stops safely; the right screen freezes before impact and fades to crash statistics.

Production note: The "unsafe" scenario should be depicted using editing techniques such as freeze-frames, text overlays, or animation rather than having a student actually ride without a helmet or while distracted. All filming should take place in a controlled, off-road setting with adult supervision.

Concept 7: "Door Zone = Danger Zone" (:15–:20)

Video showing a rider next to parked cars. When a car door opens, the bicyclist swerves into traffic to avoid it. Narrated: "Dooring is one of the most common causes of urban bike crashes, and it's entirely avoidable. Stay at least five feet away from parked cars whenever possible." And then a new scene where the bicyclist is biking 5 feet from parked cars.

Production note: The dooring scenario should be staged in a controlled, off-street environment using a parked car with a coordinating adult. Students should not film this on an active roadway. The "safe riding" scene showing proper distance from parked cars can be filmed on a low-traffic street with adult supervision.

5. E-Bike Trifold Brochures

Three versions of an 8.5" x 11" trifold brochure are included as separate PDF files in this toolkit. Each is tailored to a different audience but shares the same core information about Florida e-bike law, classifications, and safety practices. Schools can print and distribute these at the front office, in parent pick-up lines, at open houses, or through student riders directly.

General Audience Brochure

File: E-bike 8.5x11 General Audience Brochure.pdf

Covers the full scope of e-bike safety in Florida: what counts as a legal e-bike, the three classification levels, where each class can ride, speed limits, added risks, helmet recommendations, and the July 2025 law update regarding local age and ID requirements. Branded with FDOT, Target Zero, and Alert Today Alive Tomorrow logos.

High School Brochure

File: E-bike 8.5x11 High School Brochure.pdf

Written directly to teen riders with a “Before You Ride / While You Ride / When You Arrive” structure. Covers helmet fit (including the NTA 8776 recommendation), pre-ride checks, riding predictably, the door zone danger, group riding etiquette, and e-bike locking and theft prevention.

Parent Brochure

File: E-bike 8.5x11 Parent Brochure ATAT.pdf and E-bike 8.5x11 Parent Brochure America 250.pdf

Aimed at parents and guardians with deeper information on whether an e-bike is appropriate for their child, classification details, what to look for on the label, riding alongside their child, and the Consumer Product Safety Commission’s recommendation that children ages 9–12 should not operate products traveling faster than 10 mph. Branded with FDOT, Target Zero, and Alert Today Alive Tomorrow logos. The second version includes America 250 branding.

6. E-Bike Safety Presentations

Files: E-Bike Teen Presentation_30min.pptx and E-Bike Teen Presentation_10min.pptx

Two versions of the e-bike safety presentation are included, each designed to be given to students by FDOT staff, school resource officers, physical education (PE) teachers, or other faculty. Both versions cover the fundamentals of safe e-bike riding in an engaging, visual format that speaks directly to teens, including e-bike classifications and Florida law, gear and helmet fit, defensive riding and predictability, stopping distances, common crash types, and additional safety topics. Detailed speaker notes are included on every slide to guide presenters through key talking points, discussion prompts, and source references.

The 30-minute version provides a comprehensive walkthrough of all safety topics and is recommended for dedicated class periods, assembly blocks, or FDOT-led training visits. The 10-minute version is a condensed overview suitable for shorter time slots such as advisory periods, PE warm-ups, or quick classroom presentations. Schools should select the version that best fits their available time and audience.

FDOT is currently engaging with schools to explore what in-person safety training sessions might look like. These presentations would serve as a core component of those visits. In the meantime, either version can be delivered by any faculty member comfortable with the material.

7. E-Bike Safety Posters and Banners

A set of safety posters and banners can be provided for display throughout school campuses upon request. These are designed to be visible, direct, and memorable, reinforcing the same core messages students hear through announcements and brochures, but in the physical spaces where they pass every day.

Poster Series (8.5” x 11”)

The poster series includes five designs, each focused on a single safety message. They use bold typography, simple iconography, and the FDOT branding. Suggested placement locations are noted for each.

Poster 1: “Helmet On. Every Ride.”

A high-impact visual centered on a properly fitted helmet with the chinstrap buckled. Includes the statistic that only 17% of injured e-bike riders in Central Florida were wearing helmets. Suggested placement: main hallways, gym entrance, front office.

Poster 2: “You’re a Vehicle. Ride Like One.”

Focuses on riding with traffic, obeying signals, and signaling turns. Uses a clean side-by-side showing correct and incorrect lane positioning. Suggested placement: exits, hallways near bike racks.

Poster 3: “Speed Check, Brake Before You Have To.”

Illustrates the difference in stopping distance between 10–12 mph (regular bike) and 20–28 mph (e-bike). Suggested placement: PE areas, science hallways (connects to physics of momentum).

Poster 4: “Eyes Up. Phone Down.”

A distraction-awareness poster showing a rider’s perspective, with a phone screen blurred in the foreground, and a hazard ahead. Suggested placement: cafeteria, common areas, tech hallways.

Poster 5: “Know Your Class. Know Your Path.”

A quick-reference infographic showing Class 1, 2, and 3 e-bikes with their speeds and where each can legally ride in Florida. Includes the Florida law update note about additional local government restrictions. Suggested placement: front office, counselor’s office, parent-facing bulletin boards.

Banner (3’ x 6’ or similar)

One large-format banner designed for display near bike rack areas, school entrances, or PE facilities. The banner uses a simple, high-visibility design with the core message: “Ride Smart. Ride Safe. Ride Legal.” and the FDOT branding. It serves as a persistent, daily reminder in the spaces where students arrive and depart on their e-bikes.

8. E-Bike Safety Skills Challenge

The Safety Skills Challenge is a hands-on, in-person activity designed to be run during PE class, an advisory period, or as an after-school club event. It does not require actual e-bikes. Students can participate on regular bicycles, or the activity can be adapted as a walk-through course. The goal is to translate the campaign’s written safety messages into physical, practiced skills that students remember through muscle memory and experience.

How It Works

The challenge is set up as a short course (on a blacktop, field, or gym) with five stations. Students rotate through each station in small groups, spending approximately 3–5 minutes at each. A teacher, PE instructor, or volunteer facilitates each station with a brief explanation and then guides students through the skill.

Station 1: Helmet Fit Check

Students practice fitting a helmet correctly: level on the head, two fingers above the eyebrows, straps forming a “V” under each ear, chinstrap snug enough that only one finger fits underneath. A facilitator checks each student’s fit and explains why full-coverage helmets matter at e-bike speeds.

Station 2: The Brake Zone

Using cones to mark distances, students see and experience how stopping distance increases with speed. At a walking pace, they stop within a short zone. At a jogging pace, they need more room. The facilitator connects this to e-bike speeds (20–28 mph) and emphasizes braking early, especially near intersections and crosswalks.

Station 3: Signal and Scan

Students practice hand signals (left turn, right turn, stop) while looking over their shoulder: the “tuck your chin and look” technique from the presentation. The challenge is to signal, scan, and maintain a straight line, a skill that requires practice and builds genuine confidence on the road.

Station 4: The Distraction Test

A fun, low-stakes activity where students attempt to navigate a simple cone course while a facilitator calls out distractions (a buzzing phone sound, someone calling their name, a ball rolling across the path). The point is experiential: students feel how quickly their attention splits and why phones and headphones are dangerous while riding.

Station 5: Route Planning

Using a printed or projected map of the area around the school, students identify safe routes, bike lanes, crosswalks, and areas where e-bikes may be restricted. They practice making route decisions, the same planning the campaign encourages before every ride.

After the Challenge

Students who complete all five stations receive a spoke card and a reflective slap bracelet. The challenge can also serve as a natural lead-in to the video project concepts, as students who participate often have ideas for how to communicate the skills they practiced.

FDOT staff are available to support schools in setting up and facilitating the Safety Skills Challenge. Contact your FDOT District Office of Safety to coordinate.

9. Promotional Materials

A set of branded promotional items has been developed to extend the campaign's reach beyond printed materials. These items serve as both practical safety tools and tangible reminders of the toolkit's core messages. They are designed to be distributed at safety events, during presentations, at school front offices, or as part of the E-Bike Safety Skills Challenge.

Bicycle Spoke Cards

Double-sided cards designed to be woven into bicycle spokes or carried in a wallet, phone case, or lanyard pouch. Two designs are included. The first features a pre-ride checklist on one side (helmet, lights, brakes, tires, battery, route) and rules of the road on the reverse. The second displays the campaign message "You're a Vehicle. Ride Like One." Both include FDOT and Target Zero branding and a QR code linking to additional resources. The cards can be distributed during the Safety Skills Challenge, at the front office, or included with brochure handouts.

Stickers

A series of two sticker designs featuring the campaign tagline "E-Bike Speed + Control: This Is How I Roll" with bold, youth-oriented graphics and FDOT/Target Zero branding. The stickers are

sized for placement on helmets, water bottles, bike frames, notebooks, or other personal items. They are a low-cost, high-visibility way to reinforce the safety message in students' everyday environments.

Reflective Slap Bracelets

Flexible reflective bands printed with the campaign tagline "Ride Smart. Ride Safe." and FDOT and Target Zero branding. These can be snapped around a wrist or ankle for personal visibility, or wrapped around a bicycle handlebar or frame to add reflectivity to the bike itself. The reflective surface serves a direct safety function: when worn on an ankle while pedaling, the rhythmic motion helps drivers recognize a cyclist from a greater distance, particularly at dusk and dawn. These are especially effective with middle school students and can be distributed at safety events, in classrooms, or at the front office.

Bike Bell

A handlebar-mounted bike bell branded with the FDOT logo and the message "Ride Safe." Using a bell or audible signal when passing pedestrians and other cyclists is a core safety behavior emphasized throughout the toolkit's presentations and brochures. Providing students with a bell directly supports this message and gives them a practical tool for courteous, predictable riding on shared paths and sidewalks.

Speedometer

A handlebar-mounted speedometer branded with FDOT and Target Zero logos. Speed awareness is one of the most important themes in the toolkit: stopping distances increase dramatically at higher speeds, and many students do not realize how fast they are traveling on an e-bike. A visible speedometer gives riders real-time feedback on their speed and reinforces the habit of checking and controlling speed before intersections, crosswalks, and crowded areas.

Requesting Materials

FDOT can deliver promotional materials, printed posters, brochures, and banners to any school that requests them. Schools interested in receiving physical materials should contact the FDOT District Office of Safety using the contact information at the end of this document. There is no cost to schools for these materials.

Contact and Additional Resources

For questions about this toolkit, to request additional printed materials, or to discuss in-person safety training visits, please contact:

FDOT District Five – Office of Safety

Bicycle & Pedestrian Safety Program

Poorna Bhattacharya, AICP, LEED AP

FDOT District Five Bicycle & Pedestrian Coordinator

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