




Social Media

Introduction

This toolkit includes sample text and accompanying graphics that may be used on your social media platforms to share consistent information with the community. The sample text is provided for your convenience and may be used as written or adapted to reflect your organization's style and voice.


- **Carousel Posts:** Combine several of the provided graphics into a swipe-through carousel and select a caption to accompany the series.
 - **Single Posts:** Share an individual graphic with a suggested caption.
 - **Mix and Match:** Pair any caption with the graphic that best aligns with your message, or use multiple graphics with the same caption for emphasis.
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Social Media Post 1

 New micromobility vehicle updates in Chula Vista! While California State Law already regulates micromobility vehicles, the City of Chula Vista is adding local updates to improve safety for riders and pedestrians, while continuing to encourage recreation and active transportation. 🌟


👉 Learn more at www.chulavistaca.gov/ebikes

Social Media Post 2

 What's New for E-Bikes in Chula Vista?

Chula Vista has introduced new rules that go beyond state law to improve safety around schools, parks, and busy areas:

- ✓ Minimum age requirements
- ✓ Sidewalk restrictions
- ✓ Passenger rules

 Education comes first – workshops, school programs, and community outreach will help families learn the rules.

Enforcement begins Dec. 3, 2025 – fines start at \$25 and may increase for repeat violations. Continued violations may lead to impoundment or restrictions on City facilities.

🌟 The goal: safer streets, safer schools, and safer rides for everyone.

Social Media

Social Media Post 3

📌 What's Changing for E-Bikes in Chula Vista?

- ✅ Riders must be 12+ for Class 1 & 2 e-bikes
- ✅ Must be 18+ to carry passengers
- ✅ Class 1 & 2: 🚫 sidewalks in business districts & posted areas
- ✅ Class 3: 🚫 sidewalks citywide

📅 Enforcement begins December 3, 2025

⚠️ Fines start at \$25, with possible impound for serious/repeat violations

👨👩👧👦 Parents & guardians—talk with your kids about helmets, safe riding habits, and where e-bikes are allowed. Together, we can keep students safe while enjoying the benefits of e-bikes.

🔗 Learn more: chulavistaca.gov/ebikes

Social Media Post 4

Top 5 Things to Know About E-Bikes in Chula Vista

- ▶️ Age Requirement – Riders must be at least 12 years old to use a Class 1 or 2 e-bike.
- ▶️ Passengers – Only riders 18+ may carry a passenger.
- ▶️ Sidewalk Rules – No Class 1 or 2 e-bikes on sidewalks in business districts or where signs are posted. Class 3 e-bikes are never allowed on sidewalks.
- ▶️ Helmets – Required for riders under 18 on Class 1 & 2, and for all ages on Class 3.
- ▶️ Friendly Reminder – Police will start with education and safety tips to help riders learn the rules.

📅 Fines won't begin until Dec. 3, 2025 (fines of \$25 for violation of ordinance).

✅ Ride smart. ✅ Stay safe. ✅ Know the rules.

Social Media Post 5

🚲 New E-Bike Ordinance in Chula Vista

Starting September 4, 2025, new local safety rules go into effect:

- ✅ Riders must be 12+ to operate Class 1 or 2 e-bikes
- ✅ No passengers unless the rider is 18+
- ✅ Class 1 & 2 e-bikes: 🚫 sidewalks in business districts & signed areas
- ✅ Class 3 e-bikes: 🚫 all sidewalks citywide
- ✅ Helmets required for:
 - All Class 3 riders
 - Anyone under 18 on Class 1 or 2 e-bikes

These updates build on California State Law to keep our streets and sidewalks safer for everyone. Learn more www.chulavistaca.gov/ebikes