

FOR IMMEDIATE RELEASE



SAY GOOD-BYE TO UNRULY RIDERS
Official National Rollout: Teen E-Bike Behavior-Management Program

Irvine, CA – July 10, 2025 – While out for a walk one evening last year, former e-bike shop owner Beth Black was nearly mowed down by a teen on an e-bike. When she noticed other community members facing the same constant danger, she recognized the urgent need for improved e-bike safety measures. Her city council was floundering with the usual: teaching the rules of the road and hoping kids would behave. Clearly, it wasn't working. So, Black decided to blend her UC Irvine education with her professional e-bike experience to do something about it. Her [unique blend](#) of experience and expertise empowered Black to address these challenges more comprehensively through a social enterprise she launched a few months later, the [Bellemont Project](#).

"We believe that creating safer communities requires a multifaceted approach," said Black, founder of the Bellemont Project. "Our goal is to redefine e-bike safety by addressing the root causes of unsafe riding behaviors and empowering individuals and communities to take proactive steps."

A Proactive Plan

The Bellemont Project's [six-point plan](#) is a meticulously crafted comprehensive approach that surpasses existing measures, effectively addressing every aspect of e-bike safety with unparalleled precision and impact. Black's book, [The Caring Parent's E-Bike Survival Guide](#), has become her calling card. It's an essential resource that equips parents with the knowledge and tools they need to navigate the complexities of e-bike ownership and guide their children in riding responsibly.

This October, the Bellemont Project will pilot the new [Incline Program](#) in California. Current diversion programs serving teens cited for e-bike misconduct will be considerably improved by the introduction of its behavior management element.

About the Bellemont Project:

The Bellemont Project is a social enterprise committed to enhancing e-bike safety through innovative solutions and community engagement. Our mission addresses the safety challenges posed by the rising use of e-bikes among teens and tweens. Our strategic six-point plan includes compliance motivation, consumer awareness, policy development, informed enforcement, infrastructure improvements, and the promotion of e-biking as a sport. A key initiative, the Incline Program, focuses on cultivating responsible riding habits in young e-bike users. Additionally, we provide valuable resources such as [The Caring Parent's E-Bike Survival Guide](#). For more information on how we can assist your community in solving its e-bike challenges effectively, email BellemontProject@gmail.com or call Beth Black at **(949) 295-2886**.

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