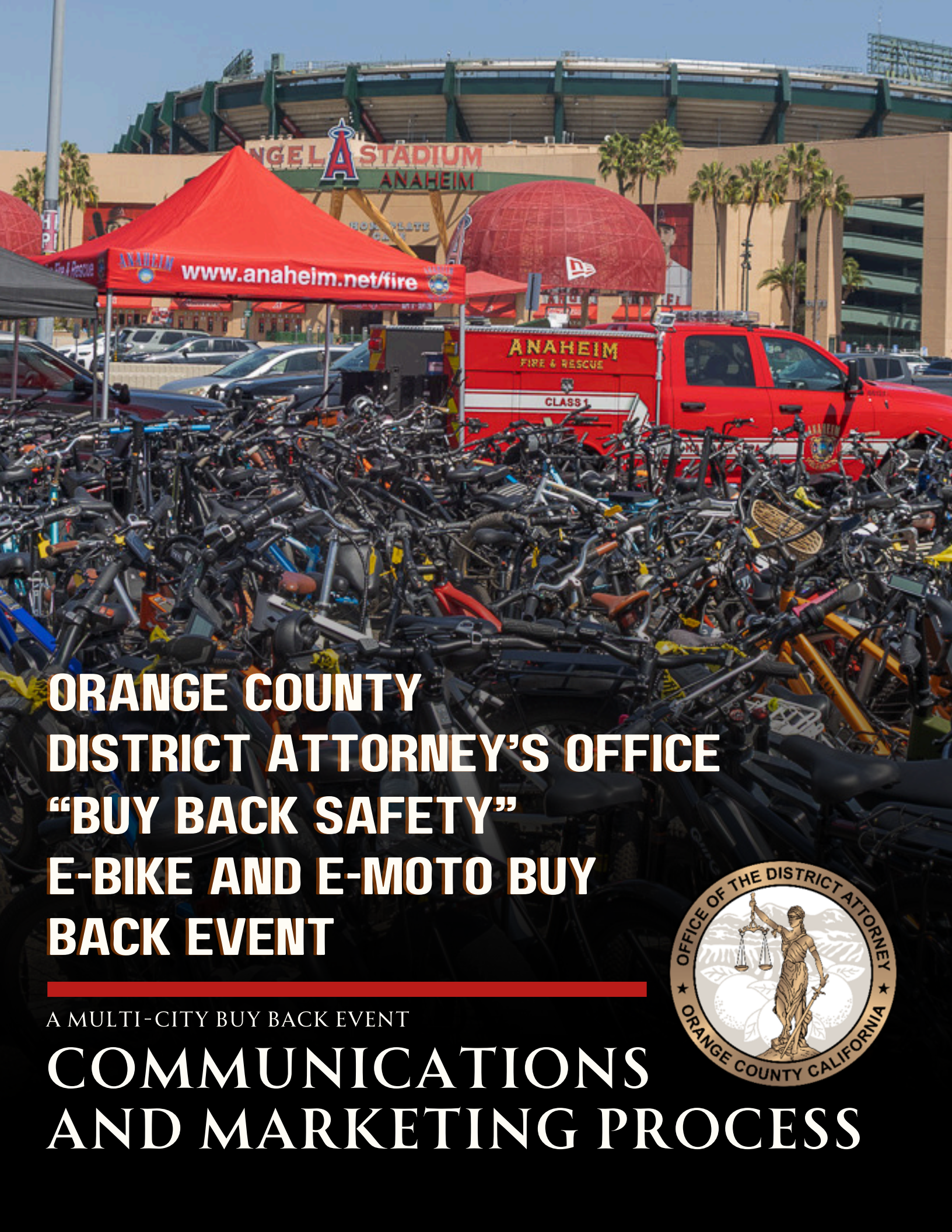




ORANGE COUNTY DISTRICT ATTORNEY'S OFFICE "BUY BACK SAFETY" E-BIKE AND E-MOTO BUY BACK EVENT

A MULTI-CITY BUY BACK EVENT

COMMUNICATIONS AND MARKETING PROCESS



ABOUT

With the first-of-its-kind E-bike and E-motorcycle Buy Back Event in the nation, the Orange County District Attorney's Office helped families from across Southern California buy back their safety – and prevent more people from being hurt or killed.

The first person in line showed up at midnight and the E-Bikes, E-Scooters, and E-Motos just kept rolling in.

More than 1,000 E-Bikes, E-Motos, E-Scooters, and pocket bikes were surrendered at Angel Stadium as the lines snaked around the parking lot.

Exchange participants received up to \$1,000 in gift cards until the funds (paid by asset forfeiture monies seized from criminals) ran out 2 hours and 15 minutes into the event. Hundreds more voluntarily turned in their E-Bikes and other vehicles. The first 75 people also received two ticket vouchers to a Los Angeles Angels game, donated by the Angels.



BUY BACK SAFETY

ORANGE COUNTY DISTRICT ATTORNEY'S OFFICE E-BIKE AND E-MOTO BUY BACK PROGRAM

SEPTEMBER 13
10 AM TO 1 PM

**ANGEL
STADIUM**

**TRADE IN
E-BIKES AND
E-MOTOS
FOR UP TO
\$1,000**
IN GIFT CARDS

www.ocdistrictattorney.gov

This flyer was displayed on the "Big A" at Angel Stadium

RESPONSE

THE CALIFORNIA DISTRICT ATTORNEY
CRACKING DOWN ON THE SCOURGE OF E-BIKES

THE WALL STREET JOURNAL.

TAKING DANGER OFF THE STREETS:
ORANGE COUNTY SPURRED BY A RISE IN
CRASHES BY YOUTHS, WILL BUY BACK E-BIKES

ORANGE COUNTY'S FIRST E-BIKE
BUYBACK EVENT DRAWS HUGE CROWD,
HUNDREDS OF VEHICLES

THE ORANGE COUNTY
REGISTER

Los Angeles Times

ORANGE COUNTY TO HOST E-BIKE AND E-
MOTORCYCLE BUYBACK, OFFERING GIFT
CARDS

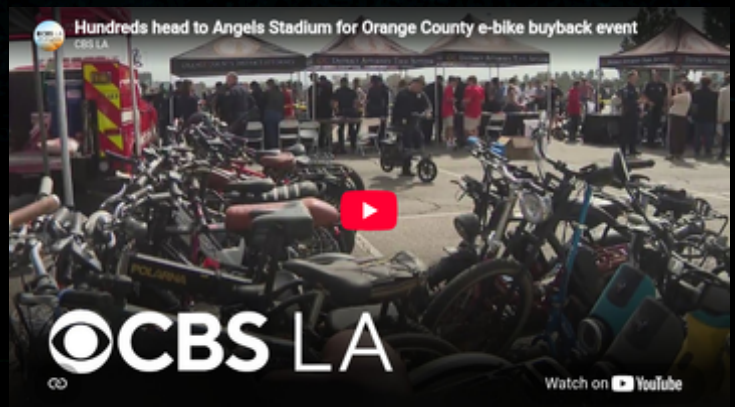
CBS

AMID INJURY WAVE,
ORANGE COUNTY PAYS
TO TAKE E-BIKES OFF THE
STREETS

SFGATE

'CLOSE TO 1,000' VEHICLES
SURRENDERED AT ORANGE COUNTY E-
BIKE BUYBACK EVENT

KTLA 5



PLANNING & IMPLEMENTATION

GOAL	Create the first-of-its-kind in the nation E-Bike and E-Moto Buy Back to get illegal and dangerous E-Bikes off the street, educate the public, and reduce injuries and deaths.
OBJECTIVES	Buy back dangerous and illegally modified E-Bikes and E-Motos while increasing public education about safe riding and saving taxpayer dollars. E-Bike and E-Moto crashes are the number one reason children end up at emergency rooms in Orange County. The more of these dangerous vehicles we can take off the streets, the safer our communities will be.
CAMPAIGN COMPONENTS	Public Service Announcement: • Distributed a press release and media advisory to major news outlets. • Social media outreach through OCDA channels and partner agencies. Advertising and Digital Outreach: • Electronic billboard advertising on the Big A at Angel Stadium resulting in more than 6 million impressions. • Event banners were placed at the entrance of the parking lot of Angel Stadium for the buy-back. • Social media posts and news coverage were repeatedly shared on Facebook, Instagram, Nextdoor, and X. Media Coverage: • District Attorney Todd Spitzer and his spokeswoman appeared in dozens of newspaper, TV, and radio stories. Partnerships: • California Highway Patrol and the police departments of Irvine, Huntington Beach, Fullerton, Los Alamitos, Anaheim, Seal Beach, Westminster, Orange, Placentia, Garden Grove, Fountain Valley, Brea, Santa Ana, La Palma and Laguna Beach along with Orange County Fire Authority and Anaheim Fire & Rescue. • California Office of Traffic Safety, Los Angeles Angels, Orange County Board of Supervisors Vice Chair Katrina Foley and Supervisor Don Wagner, the Orange County Health Care Agency, Orange County Department of Education, and the Orange County E-Bike Injury Prevention Collaborative and Southern California trauma centers.
BUDGET	\$100,000 in asset forfeiture for gift cards and an additional \$5,000 for advertising and food.
TIMING	Event was held on Sunday, September 13, 2026 at Angel Stadium.

GRAPHICS

BUY BACK SAFETY

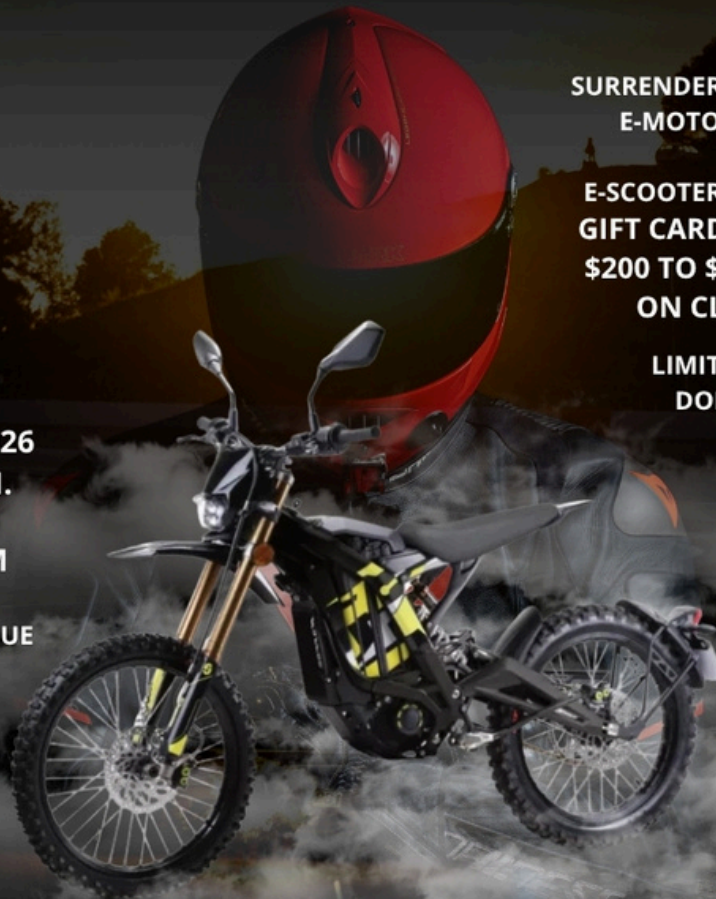
ORANGE COUNTY
DISTRICT ATTORNEY'S OFFICE
E-BIKE AND E-MOTO
BUY BACK PROGRAM

SURRENDER UNWANTED E-BIKES,
E-MOTOS, POCKET BIKES,
AND
E-SCOOTERS IN EXCHANGE FOR
GIFT CARDS RANGING FROM
\$200 TO \$1,000 DEPENDING
ON CLASSIFICATION

LIMITED QUANTITIES
DON'T MISS OUT

SUNDAY
SEPTEMBER 13, 2026
10 A.M. TO 1 P.M.

ANGEL STADIUM
ENTER OFF
ORANGEWOOD AVENUE



NO QUESTIONS ASKED

FIRST 75 PEOPLE WHO TURN IN E-BIKES/E-MOTOS WILL ALSO
RECEIVE TWO TICKETS TO A LOS ANGELES ANGELS GAME

FREE GIVEAWAYS AND E-BIKE SAFETY INFO



714-347-8405

www.ocdistrictattorney.gov

GRAPHICS

RECOMPRA DE SEGURIDAD

LA FISCALÍA DEL
CONDADO DE ORANGE
BICICLETA ELÉCTRICA Y
MOTOCICLETA ELÉCTRICA
PROGRAMA DE RECOMPRA

DOMINGO
13 DE SEPT. DEL 2026
DE 10 A.M. A 1 P.M.

ESTADIO ANGEL
ENTRADA POR LA CALLE
ORANGEWOOD AVENIDA

RENDIR BICYCLETAS ELÉCTRICAS
NO DESEADAS, MOTOCICLETAS
ELÉCTRICAS NO DESEADAS, MINI
MOTO/POCKET BIKE
NO DESEADAS, PATINETES
ELÉCTRICOS NO DESEADOS Y
ESTO A CAMBIO DE RECIBIR UNA
TARJETA DE REGALO VARIANDO
DE \$200 A \$1000 DEPENDIENDO
EN SU CLASIFICACIÓN

LAS CANTIDADES SON
LIMITADAS ASÍ QUE NO
SE LO PIERDA



SIN PREGUNTAS NI CUESTIONAMIENTO

LAS PRIMERAS 75 PERSONAS QUE SOMETAN SU BICICLETA ELÉCTRICA O
MOTOCICLETA ELÉCTRICA TAMBIÉN RECIBIRÁN DOS BOLETOS PARA UN PARTIDO
DE LOS LOS ANGELES ANGELS

HABRÁN OTROS OBSEQUIOS Y INFORMACIÓN SOBRE LA
SEGURIDAD DE BICICLETAS ELECTRÓNICAS



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GRAPHICS

MUA LẠI AN TOÀN

VĂN PHÒNG BIÊN LÝ QUẬN CAM
E - BIKE VÀ E - MOTO
CHƯƠNG TRÌNH MUA LẠI

GIAO NỘP CÁC E-BIKE,
E-MOTO, POCKET BIKE ,
VÀ
E-SCOOTER KHÔNG CÒN SỬ DỤNG
ĐỂ ĐỔI LẤY THẺ QUÀ TẶNG TRỊ
GIÁ TỪ 200 ĐẾN 1.000 ĐÔ TÙY
THEO LOẠI PHƯƠNG TIỆN

SỐ LƯỢNG CÓ HẠN -
ĐỪNG BỎ LỠ

CHỦ NHẬT NGÀY 13
THÁNG 9 NĂM 2026
TỪ 10 GIỜ SÁNG ĐẾN
1 GIỜ CHIỀU

SÂN VẬN ĐỘNG ANGEL
VÀO TỪ ĐƯỜNG
ORANGEWOOD AVENUE



KHÔNG ĐẶT CÂU HỎI

75 NGƯỜI ĐẦU TIÊN GIAO NỘP E-BIKE/E-MOTO
SẼ NHẬN THÊM HAI VÉ XEM MỘT TRẬN ĐẤU CỦA LOS ANGELES ANGELS
QUÀ TẶNG MIỄN PHÍ VÀ THÔNG TIN
AN TOÀN KHI DÙNG E-BIKE



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ACTIVATIONS

The Orange County District Attorney's Office distributed a press release announcing the Buy Back to major news outlets.



Flyers for the Buy Back were displayed and handed out at community outreach events.

Advertised on the Big A at Angel Stadium.



OFFICE OF THE
DISTRICT ATTORNEY
ORANGE COUNTY, CALIFORNIA
TODD SPITZER

FOR IMMEDIATE RELEASE

Date: August 20, 2026

PRESS RELEASE

Kimberly Edds
Director of Public Affairs
Office: 714-347-8405, Cell: 714-504-1917
media@ocdistrictattorney.gov

Orange County District Attorney's Office to Hold First E-Bike and E-Moto Buy Back Event Sunday, September 13 in Countywide Effort to Reduce Injuries, Save Lives

Surrender Unwanted E-Bikes, Pocket bikes, E-Scooters, and E-Motos in Exchange for Gift Cards Ranging from \$200 to \$1,000 Depending on Classification; First 75 Will Also Receive Two Tickets to a Los Angeles Angels Baseball Game.

Santa Ana – Orange County District Attorney Todd Spitzer is hosting the first E-Bike and E-Motorcycle Buy Back Program on Sunday, September 13, 2026, at Angel Stadium, offering up to \$1,000 in gift cards and tickets to a Los Angeles Angels baseball game in exchange for E-Bikes, pocket bikes, E-Scooters, and E-Motorcycles, in an effort to reduce injuries and deaths. E-Bikes and E-Motorcycles have become the number one reason Orange County children are admitted to the emergency room, with injuries increasing 430% in just the last four years across Southern California.

BUY BACK SAFETY:
Orange County District Attorney's Office
E-Bike and E-Moto Buy Back Program
Sunday, September 13, 2026
10 a.m. to 1 p.m.
Angel Stadium
2000 E. Gene Autry Way, Anaheim, CA 92806
(Enter off Orangewood Avenue)

BUY BACK SAFETY

ORANGE COUNTY
DISTRICT ATTORNEY'S OFFICE
E-BIKE AND E-MOTO
BUY BACK PROGRAM

SURRENDER UNWANTED E-BIKES,
E-MOTOS, POCKET BIKES,
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ACTIVATIONS

A press conference was held before the buy back hosted by District Attorney Todd Spitzer.



Jesse Hayes, who was critically injured while riding an E-Bike, spoke about the impact of his accident to inform others of the dangers and encourage others not to ride them. Jesse was the first person to turn in his E-Bike, which he was riding when he suffered a traumatic brain injury.

District Attorney Todd Spitzer conducting media interviews about the buy back event.



IMMEDIATE IMPACT

Thousands of people showed up for our Buy Back Event.



Nearly 1,000 E-Bikes, E-Motos,
E-Scooters, and Pocket Bikes
were surrendered



IMMEDIATE IMPACT

Sur Ronster, a YouTuber with over 4.5 million subscribers, attended and posted about the massive scale of the event to his channel.



Sur Ronster ✓

@SurRonster • 4.51M subscribers • 426 videos

New video every Saturday morning! ...more

[Instagram](#) and 1 more link

SubscribeCommunity



Police Want My Illegal E-Bikes

2M views • 3 days ago



METRICS

**OVER 125 MILLION
PEOPLE REACHED**

**772 GIFT CARDS
DISTRIBUTED**

**OVER 3 MILLION
VIEWS ON
YOUTUBE**

**NEARLY 1,000
E-BIKES BOUGHT
BACK**

39 PARTNERS

**SOCIAL MEDIA
ENGAGEMENT**

Everyone is talking about it

“These vehicles are not child’s play, and the consequences are incredibly dangerous and increasingly deadly,” said Orange County District Attorney Todd Spitzer. “This event is sparking conversations about E-Bike and E-Moto safety like never before, and those conversations will hopefully lead to increased rider responsibility, education, and accountability. I’m proud of the efforts we have made collectively as a community, from first responders to medical professionals to educators, community advocates, parents, and prosecutors to address this issue from all different angles with a singular goal: to reduce injuries and save lives.”

“High powered E-Bikes and E-Motos can cause catastrophic injuries in seconds, especially when children ride vehicles built for speeds they cannot safely handle,” said Orange County Board of Supervisors Katrina Foley. “I led the County of Orange’s efforts to strengthen E-Bike safety rules, expanded enforcement resources, and supported stronger state laws. This buy back event gives parents a practical way to get dangerous vehicles out of their homes before another preventable crash causes a life-changing injury or death.”

Orange County District Attorney Todd Spitzer

