

Re: Know the Rules, Ride Safe class flyers

From Gabrielle Johnson <gjohnson@ci.lathrop.ca.us>

Date Thu 4/30/2026 3:15 PM

To Chris Ly <cly@ci.lathrop.ca.us>

Cc Brian Hernandez <bhernandez@ci.lathrop.ca.us>; Tracie Shea <tshea@ci.lathrop.ca.us>

 5 attachments (15 MB)

1000014021.png; 1000014019.png; 1000014018.png; 1000014026.png; 1000014025.png;

Hi Sgt Ly,

I've included three versions of the OTS social media flyer with the logo. I reviewed the OTS guidelines for logo usage, so hopefully one of these versions will meet their requirements. I also spoke with Jessica on Tuesday. She doesn't have helmets available for our May event, but she is expecting a shipment that's earmarked for Lathrop PD for the Rec Department's summer session bike rodeos that Simien will be assisting with.

I've added the custom bike sticker using the required RIMS fields and the preferred wording of "registration" instead of "permit." This custom tag is from MyParkingPermit, which allows us to include the wording we want. The minimum order is 50 units, so we can start with that and see how they work for us.

If we had more time, we could request a design edit to prevent the slight cut-off on a few letters. However, due to the cost and our timeline, we'll need to proceed as-is and rush the shipping to ensure they arrive on time. Other vendors either require higher minimum orders, phone consultations, or don't allow changes to remove the word "permit."

For the social media post, we can definitely incorporate additional taglines and any specific OTS language they prefer. Does OTS need to review the written verbiage as well, or only the flyer? We can also adjust the hashtags as needed.

Gabby

Sent from my Verizon, Samsung Galaxy smartphone

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From: Chris Ly <cly@ci.lathrop.ca.us>

Sent: Thursday, April 30, 2026 9:06:20 AM

To: Gabrielle Johnson <gjohnson@ci.lathrop.ca.us>

Cc: Brian Hernandez <bhernandez@ci.lathrop.ca.us>; Tracie Shea <tshea@ci.lathrop.ca.us>

Subject: Re: Know the Rules, Ride Safe class flyers

I spoke with Bre for a brief moment on Monday after a school community partnership meeting and told her that you would be reaching out to her for their help in setting up registration for this event (similar to the car seat event). Hopefully she remembers the conversation, as it was at the end of the day.

The caption for the social media post looks good. Let's add the hashtags for OTS as well into the caption, since we are utilizing some of their resources and the event is in line with OTS' National Bicycle Safety Month (May 2026) as well.

#OTS_CA
#CaliforniaOTS
#GoSafelyCA

Can you add OTS' logo (below) and a statement next to it saying, "Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration." Somewhere at the bottom of the flyer should work.



I'll be sending that flyer out to OTS to get their approval, due to it being Bicycle Safety Month and for utilizing some of their informational resources. Once that happens, I will have it pushed out to the Media Team to be posted.

I'll have the Flyer printed out so we can have them at the front counter of the PD and any other city buildings such as the community center and generations center. I'll also have some informational flyers and hand-outs printed to hand out at the event as well.

Lastly, from your previous email, can you reach out to Jessica (Safe Kids) if she could provide some helmets for us that day, in case we have children showing up with no helmet or with one that does not work? I'll check with Siemen if he has any other connections with local businesses as well.

Again, Great job!



CHRIS LY
TRAFFIC SERGEANT

LATHROP POLICE DEPARTMENT
940 River Islands Parkway, Lathrop, CA 95330
Office: (209) 647-6400 E-mail: cly@ci.lathrop.ca.us

From: Gabrielle Johnson <gjohnson@ci.lathrop.ca.us>
Sent: Thursday, April 30, 2026 6:00 AM
To: Chris Ly <cly@ci.lathrop.ca.us>
Subject: Know the Rules, Ride Safe class flyers





Good morning Sgt. Ly,
I was able to edit your flyer to remove the printing markers, and hopefully the rest of the layout still looks good to you. I'm sending two versions one PDF and one PNG, for your review.

I also took a crack at creating a social media post flyer. It's adjustable, and I can continue working on it from home today if you'd like any changes or additions.

I haven't heard back from Bre yet regarding RecDesk. I'll try giving her a call this morning after an appointment to see if they can accommodate posting for a Friday launch.

Lt. Pronske also showed me what the bicycle section in RIMS looks like, so I attached a photo for reference. I'll send over the two best examples of the bike registrations I found so you can decide which format you'd prefer.

I drafted a social media post to help get us going.

 Know the Rules. Ride Safe.   

We're seeing an increase in youth involved in preventable bike and e-ride collisions—and we want to change that.

The Lathrop Police Department is hosting a FREE, hands-on safety class for school-age children and their parents focused on bikes, e-bikes, and scooters.

 Led by Lathrop Traffic Officers


Short educational session

Real-life riding scenarios

Helmet fit & safety

Optional device registration to help recover stolen bikes

This isn't just a class—it's about giving kids the awareness and skills they need to make safe decisions on the road.

 Saturday, May 16

Choose one session:

• 10:00 AM – 11:30 AM

• 11:30 AM – 1:00 PM

 Lathrop Police Department

 Bring:

• Child (Commuting to school age on wheeled device)

• Parent/Guardian

• Helmet (required)

• Bike, e-bike, or e-scooter

 Space is limited. Register today:

lathrop.recdesk.com

Let's work together to keep our kids safe on the road.

#LathropPolice #RideSafe #BikeSafety #EBikeSafety #ScooterSafety #CommunitySafety
#YouthSafety #TrafficSafety #SlowDown #SlowDownLathrop

Sent from my Verizon, Samsung Galaxy smartphone

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