

Submitter: Beth Black

On Behalf Of:

Committee: House Committee On Transportation

Measure, Appointment or Topic: HB4007

The Problem: Oregon's pending legislation will likely prove ineffective because it relies on traditional hardware-based bans and punitive fines while neglecting the critical behavioral interventions, parental empowerment, and dedicated recreational infrastructure that the Bellemont Project's six-point plan identifies as the only sustainable path to safety.

The Expert Solution: Founded by Beth Black—a social ecologist and former e-bike retailer—the Bellemont Project moves beyond the "educate and punish" cycle." Instead, it provides a comprehensive Six-Point Plan that integrates behavioral psychology, consumer advocacy, and specialized infrastructure to create a safer, more sustainable environment for micromobility.

This pioneering social enterprise provides a safety management framework designed to address the complexities of the modern e-bike era.

The Six-Point Plan offers a proactive management strategy:

- Compliance Motivation: Focuses on compliance motivation through the Incline Program®, which empowers young riders — employing modern developmental psychology principles — to prioritize their own safety over the "cool" factor often associated with illegal, high-speed e-motos.
- Consumer Awareness: The behavioral shift is supported by a push for consumer awareness, specifically targeting parents through resources like The Caring Parent's E-Bike Survival Guide to help families navigate complex purchasing decisions.
- Policy & Communication: To ensure these efforts are backed by consistent governance, the project advocates for policies and communication best practices, helping regional agencies form Joint Powers Authorities to unify their safety messaging and management.
- Informed Enforcement: training police departments to identify "impostor" vehicles, allowing, for example, fraud divisions to hold retailers accountable for selling illegal models in their jurisdiction.
- Infrastructure Improvements: All the above are strengthened by a visionary approach to infrastructure improvements that moves beyond Vision Zero and redefines safe spaces to include pump tracks and e-motocross venues, ensuring riders have dedicated environments to train and compete with the requirement of a clean street record.
- Sport Development: provides a productive outlet for showmanship, encouraging riders to save their stunts for the track while maintaining responsible habits for daily transportation.

Legislation must evolve from reactive policing to proactive support. By shifting the focus toward parental empowerment and provided resources, Oregon can move from simply managing a "crisis" to becoming a national leader in fostering a safe, vibrant micromobility culture. Learn more at BellemontProject.com or by contacting Beth Black at (949) 295-2886.