

# Transportation ALTERNATIVES

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## FOR IMMEDIATE RELEASE

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### **City Councilmember Gale Brewer and Transportation Alternatives Urge Street Safety on the Year's Busiest Day for Bicycle Delivery Cyclists**

In an effort to improve pedestrian and bicyclist safety, City Councilmember Gale Brewer and Transportation Alternatives are urging restaurants, delis and other businesses that employ delivery cyclists to remind their bikers to ride safely and are urging drivers to respect cyclists and drive safely on Super Bowl Sunday, the busiest day of the year for bicycle delivery.

Councilmember Brewer and Transportation Alternatives remind delivery cyclists and their employers that it is dangerous and illegal to ride on the sidewalk, ride the wrong-way and disobey traffic signals. Drivers should remember that cyclists have the legal right to the road and to give them safe space on the street.

Councilmember Brewer and Transportation Alternatives are distributing bike safety posters with the rules of the road and bike safety tips to businesses. The posters fill a void because most delivery cyclists, many of whom are new immigrants, receive zero safety training from their employers, and, few employers are familiar with City laws that pertain to working cyclists.

The trilingual, English-Spanish and English-Chinese bicycle safety posters teach working cyclists and their employers the laws of bicycle delivery in New York City.

The messages to cyclists are simple:

- Never ride on the sidewalk.
- Ride with traffic, not against.
- Wear a helmet and use lights at night.
- Obey traffic signals.
- Ride four-feet from car doors.

The messages to motorists will save lives:

- Bicycles are vehicles and have the legal right to the road
- Give bikers safe space, especially when turning
- Look for bicyclists before opening car doors

The messages to their employers are critical:

- Businesses are responsible for their bicycle delivery people.
- Give your delivery people bike helmets and lights.
- If a delivery person hits a pedestrian, the employer may have to pay.
- Delivery people and bikes must display business name and phone number.

To request a poster call Councilmember Brewer, (212) 873-0282, or Transportation Alternatives, 212 629 8080.

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