

Advocating Safe Cycling Behavior

The Coalition for a Livable West Side sponsored a Transportation Alternatives (TA) Working Cyclist Campaign on Manhattan's Upper West Side.

The project focused on delivery cyclists who ride on the sidewalk, who bike the wrong way down the street and who fail to yield to pedestrians.

TA created two new bicycle "hang tags", one in Spanish and the second in Chinese, that clearly show the delivery cyclists how to obey the law so that streets will be made safer for pedestrians and delivery workers. They inform the delivery cyclist that:

- the police can take away their bicycle and fine them \$300;
- riding against traffic is a \$55 fine; they must ride with the flow of traffic on Avenues and Streets;
- they must yield to pedestrians crossing streets; and
- they must have the business name and phone number on their clothing and bicycles (fine to the business owner is \$150).



The "hang tags" have been distributed to restaurant owner/managers in the community. They have been asked to discuss the cycling law with their delivery cyclists before distributing the "hang tags" to them.

We know that the delivery cyclists are only one part of the problem of illegal cycling on sidewalks. Transportation Alternatives is working hard to get ALL cyclists to obey the law.