

# Motorist Education

(but no enforcement)

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# Why is motorist issue an issue?

- \* - Unsafe motorist behavior is an actual threat for cyclists. It is also quantifiable and can often be changed.
- \* Motorists also present a very significant perceived threat to safe bicycling, which deters new riders.

# Why does the SFBC care?

- \* The San Francisco Bicycle Coalition is a 10,000-member bicycle advocacy group, promoting the bicycle for everyday transportation.
- \* We want current riders to be as safe as possible
- \* We want to break down real and perceived barriers to new riders.

Why is the SFBC doing something  
about it?

BECAUSE NO ONE ELSE IS!

And our members really care  
about

# Target Groups

- \* -Public Bus Operators
  - \* Taxi Drivers
  - \* Truck Drivers
  - \* Carshare organizations
- 
- \* Why these groups?

# Project Scope

- \* Understanding organizational schemes
- \* Identifying key decision-makers (aka power mapping)
- \* Identifying goals, however small
- \* Mapping out the process and campaign
- \* There are large, "hidden" political forces in each of these categories to understand and be able to influence

# Education for MUNI Drivers

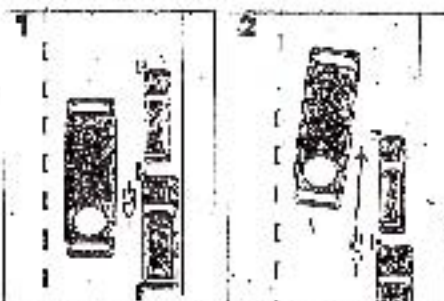
- \* Goal develop a pamphlet that would be incorporated in the bus driver education program for all new drivers.
- \* Amount of time for message and impact for this educational process is small
- \* Messaging must be crafted accordingly

# Messages of MUNI pamphlet

- \* Why do people bike?
- \* Fundamentals of sharing the road with bikes.
- \* Where bikers should ride, and general bike rider behavior in traffic
- \* How to pass cyclists in different situations

### Coasting

If you pass a bicyclist in your way to a bus stop, before you stop pulling over to the curb.



When passing a bicyclist, make sure that you see both past them before pulling back to the right. Cyclists can travel faster than you think.



If the bicyclist is in your way to your right side, slow down, waiting until the bicyclist passes.

When you approach a bicyclist, make sure you see them before pulling over to the left.

If you are approaching a bicyclist, make sure you see them before pulling over to the left.



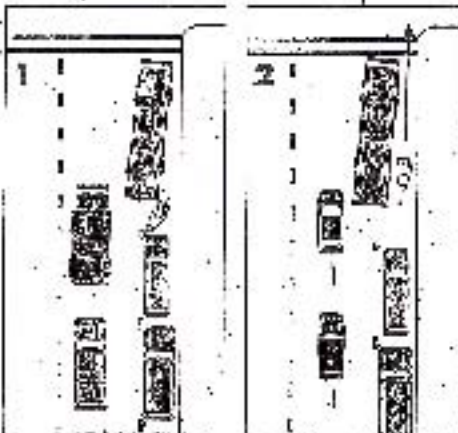
Don't speed up to pass the bicyclist on the left, because you'll cut them off.



Slow behind the bicyclist until you reach the bus stop.

### At Service Stops

If you pass a bicyclist before a bus stop:



Before pulling over to the curb, make sure the bicyclist isn't passing the bus on the right.



If necessary, wait until they pass before opening your doors.

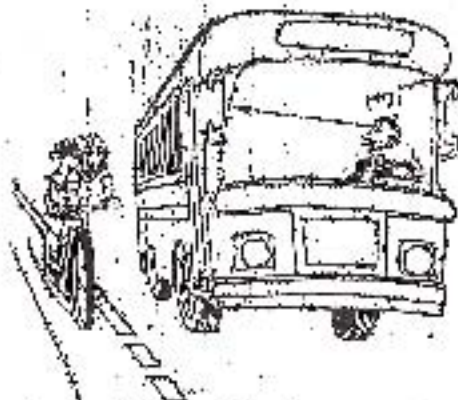
### If you see a bicyclist in the left lane

If you see a bicyclist in the left lane, waiting to turn left, make sure you wait for any other vehicles in the left lane and pass them on their right, or pull over and they can complete their turn.



Content courtesy of Chicago's Bicycle Coalition, an affiliate of Chicago's Bicycle Coalition. Adapted from the "Bicycle" chapter of the "Chicago's Bicycle Coalition" book, published in 2000 by the City of Chicago. Photo credit: Chicago, 1998, 1999, 2000, 2001 by Chicago's Bicycle Coalition.

# Sharing the Road with BICYCLE RIDERS FOR BUS OPERATORS



# Education for Taxi and Truck Drivers

- \* Goal: safe driving around bicycle issues become part of their licensing exam.
- \* Developed a pamphlet to be distributed among the different agencies/groups
- \* Helped craft lesson material and exam questions.
- \* Again, thing about the most important messages and what you can accomplish with your window

Hey, SF Cabbies!

# WATCH FOR BIKES!

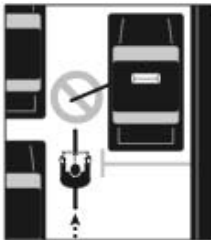
The San Francisco Bicycle Coalition is working to educate bicyclists on sharing the road responsibly.

Do your best to create safe streets by following these important rules for co-existence. It could save someone's life!



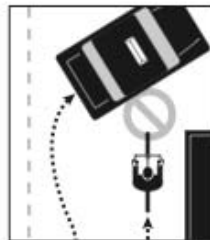
**1**

Look for approaching bicyclists before opening car doors. Alert passengers to look first too.



**2**

Do not pass bicyclists if you will be making a right turn or changing lanes immediately afterwards.



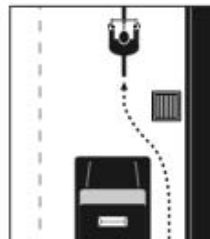
**3**

Before pulling out into traffic or picking up a fare, check for bikes and signal.



**4**

Give bicyclists space to maneuver around grates, potholes, debris and other road dangers.



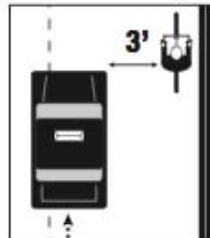
**5**

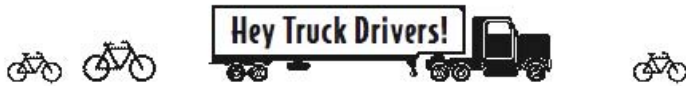
Don't blast your horn at bicyclists – you could startle them and cause an accident.



**6**

Do NOT squeeze past bicyclists in narrow spaces. Leave at least 3 feet passing space between your vehicle and a bicyclist.



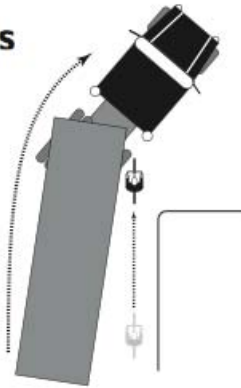


# WATCH FOR BIKES!

The San Francisco Bicycle Coalition is working to educate bicyclists on sharing the road responsibly. Do your best to create safe streets by following these important rules for co-existence. It could save someone's life!

## 1 WIDE TURNS

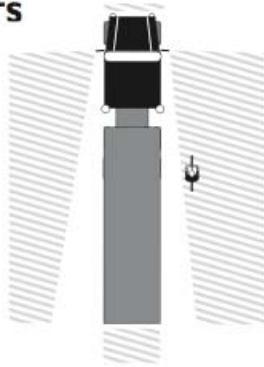
Watch for bicyclist as you make right turns. These right hooks result in common collisions.



## 2 BLIND SPOTS

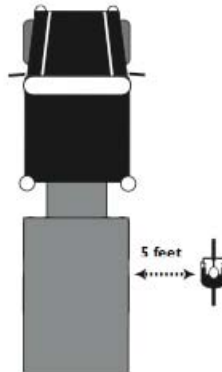
Watch for bicyclists in your blind spots! Be aware at all times.

 Blind Spots



## 3 LEAVE SPACE

Provide adequate space for bicyclists to maneuver around obstacles in the road. Do NOT squeeze past bicyclists.



## 4 SLOW DOWN

Slow down! Urban areas are full of bikes, kids and pedestrians. State law requires a speed limit of 25 MPH in urban areas (CVC sec. 22352-2A).



# Remember...

- 5**
- Please keep the bike lanes clear.
  - Motorists are not allowed to park or drive in a bike lane.
  - Commercial vehicles and taxis are only allowed ACTIVE loading and unloading in the bike lane, but never during commute hours (7-9 AM and 4-6 PM).



## 6

It's the Law: Bicycles are allowed use of full lane.



## 7

Shared lane pavement markings help alert motorists to the presence of bikes in the traffic lane.



According to a recent poll, 40,000 people in San Francisco bicycle for everyday transportation.

Thanks for watching out for bikes on the road!



This message is brought to you by the San Francisco Bicycle Coalition.



Any more

????????????????????s

thanks!