

San Francisco Bicycle Coalition

**1095 Market Street, Suite 215
San Francisco, CA 94103
<http://www.sfbike.org>**

**(415) 431-2453
(415) 431-2468 FAX**

The San Francisco Bicycle Coalition (SFBC) is a 4,200 member nonprofit advocacy group working to transform San Francisco's streets and neighborhoods into safer and more livable places by promoting the bicycle for everyday transportation. The SFBC directly serves existing cyclists and potential cyclists by improving bicycling conditions. The SFBC also serves non-cyclists throughout the city because when more people choose to commute by bicycle, all of San Francisco benefits through cleaner air, less congested and hazardous streets, and a healthier community.

2002 Traffic Safety Project

**Contact: Leah Shahum
(415) 431-2453 x22**

**Award Amount: \$20,000
leah@sfbike.org**

SFBC did extensive community outreach in Bayview/Hunters Point and Outer Mission/Excelsior on bicycle safety. SFBC distributed materials to youth and adults who are bicycling in Bayview/Hunters Point and Outer Mission/Excelsior based on recommendations of community advisory committee, including bike helmets, bike lights and bike safety educational materials. SFBC also conducted urban riding skills and bicycle repair workshops. SFBC also produced a [safety video](#) aimed at easing adult cyclists into safe urban riding.



2003 Traffic Safety Project

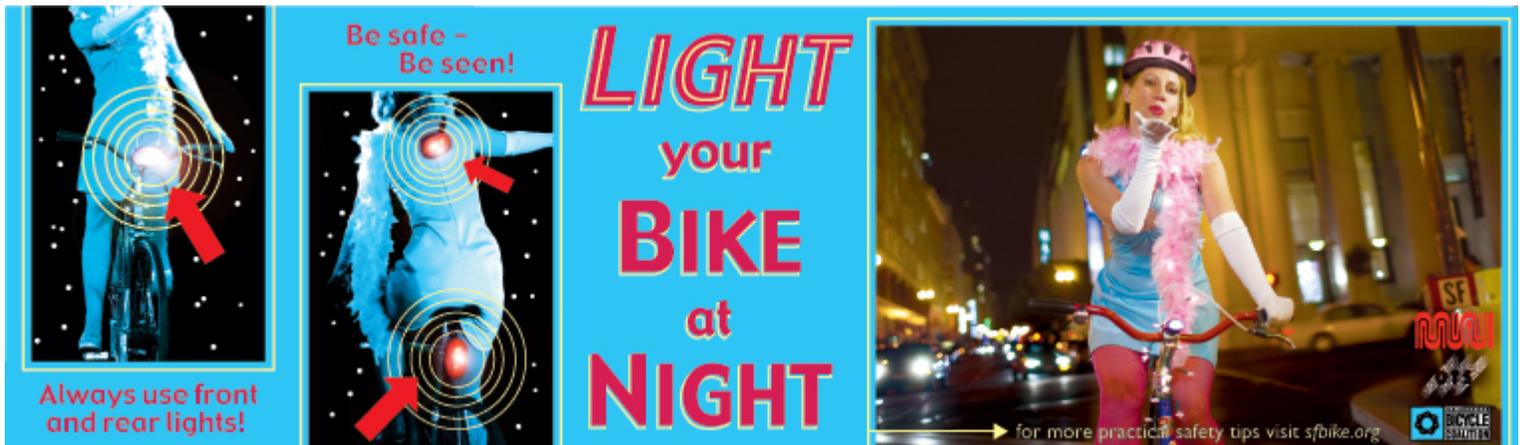
Contact: Josh Hart

Award Amount: \$28,000

(415) 431-2453 x23

joshua@sfbike.org

SFBC developed a training curriculum on bicycling safety to add to both the existing taxicab driver and the Muni bus driver training curriculum based on focus groups with taxicab/bus drivers and bicyclists as well as research on other taxicab/bus driver training programs. SFBC also designed stickers to be placed inside taxicabs reminding passengers to check for bicyclists riding on the road before opening their door. SFBC also worked with Muni to develop and distribute reminders about bicycling safety to Muni bus drivers through existing communication channels. SFBC also educated bicyclists regarding safety around buses and taxicabs through flyers, information posted on the SFBC website, and *Tube Times*. Finally, SFBC worked with Muni to develop a *Light Your Bike at Night* ad campaign directed at cyclists, including safety posters on the backs of Muni buses.



Funding for this program was provided by a grant from the California Office of Traffic Safety through the Business, Transportation and Housing Agency.

