



SFMTA
Municipal
Transportation
Agency

Edwin M. Lee, *Mayor*

Tom Nolan, *Chairman*

Malcolm Heinicke, *Director*

Joél Ramos, *Director*

Edward D. Reiskin, *Director of Transportation*

Cheryl Brinkman, *Vice-Chairman*

Jerry Lee, *Director*

Cristina Rubke, *Director*

FOR IMMEDIATE RELEASE

November 14, 2013

Contact: Paul Rose

415.601.1637, cell

paul.rose@sfmta.com

****PRESS RELEASE****

SFMTA and SFBC Partner to Advance Bicycle Safety and Visibility

Annual "Light Up The Night" Campaign Distributes Bike Lights, Reflective Spoke Cards and Safety Materials

San Francisco—The San Francisco Municipal Transportation Agency (SFMTA), which oversees all transportation in the city, and the San Francisco Bicycle Coalition (SFBC) are partnering to increase the visibility and safety of people riding bicycles at night.

As part of the city's annual "Light Up The Night" campaign, which coincides with the end of Daylight Savings Time, the SFMTA and SFBC began giving away and installing bicycle lights and reflective spoke cards the evening of Thursday, November 7 at the intersection of Market Street and Octavia Boulevard. Bike lights were given to those riding a bike without a light and the reflective spoke cards were given to those already riding with lights.

"Light Up The Night is a great way for the City to not only encourage bicycle safety, but to also show people how to be more safe through increased visibility at night," said Edward D. Reiskin, SFMTA Director of Transportation. "These lights and reflective spoke cards can help make our city's streets safer for everyone and support our continued efforts to increase bicycle ridership."

"We're seeing the numbers of people biking in San Francisco grow considerably, so this is a great time to make sure new riders understand how important it is to use lights at night to ensure they are visible and safe on our streets," said Leah Shahum, Executive Director of the SF Bicycle Coalition. "Our members are proud to be part of this important campaign each year promoting safe bicycling."

A white front light and red rear reflector (or light) is required by law when riding at night, yet there are still people that ride without them. In addition to the free bike lights, Light Up The Night staff and volunteers will provide other bicycle safety materials, including new reflective spoke cards which increase side-visibility and the SFMTA's Bike Guide tip sheet in English, Spanish and Chinese. The lights, spoke cards and bike guide were purchased with local sales tax funding from the San Francisco County Transportation Authority.

The campaign will continue through the end of 2013 with distribution sites appearing on November 21 in the Lower Haight, December 3 in the Mission District, and on December 17 in the Civic Center area.

more – more - more

Along with the on-street campaign, SFMTA staff will be coordinating with local groups and organizations to help them light up the night in their own communities. These organizations will help distribute bicycle lights to members of their community who are in need of bicycle lights.

###

Established by voter proposition in 1999, the SFMTA, a department of the City and County of San Francisco, oversees the Municipal Railway (Muni), parking and traffic, bicycling, walking and taxis. With five modes of transit, Muni has approximately 700,000 passenger boardings each day. Over 1 million people get around this city each day and rely on the SFMTA to ensure safe and reliable travel by transit, walking, bicycling, taxi and driving.

311 Free language assistance / 免費語言協助 / Ayuda gratuita con el idioma / Бесплатная помощь переводчиков / Trợ giúp Thông dịch Miễn phí / Assistance linguistique gratuit / 無料の言語支援 / 무료 언어 지원 / Libreng tulong para sa wikang Tagalog / คว่ช่วยเหลือที่“งก”ช่โดยไม่เส่ยค่าใช้จ่จ่าย

