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**Council Member Helen Rosenthal Calls for
Larger Text on Delivery Cyclist Vests**

*More visible identification would allow residents
to file a complaint against dangerous cyclists*

Today Council Member Helen Rosenthal introduced a bill to improve the visibility of text on the vests worn by delivery cyclists.

"In my district it's very common to see delivery cyclists riding the wrong way on a one-way street or even on a sidewalk. Riding the wrong way endangers pedestrians, especially seniors, who have limited visibility and slower reaction times. With more visible identification for delivery cyclists, residents will be able to file a complaint against businesses whose delivery cyclists break traffic safety laws. This law will bring us one step closer to safer streets," said **Council Member Helen Rosenthal**.

Current law requires delivery cyclists to wear a vest with the business' name and the bicycle operator's identification number in a font that is at least one inch in height. **Council Member Rosenthal's bill would require the text on delivery cyclist vests to be reflective and at least two inches in height.**

"As part of my bike safety initiative, I handed out free safety vests to restaurants in the district to ensure commercial cyclists follow the rules. But those vests only work when they are visible and clear to residents, so owners of commercial establishments whose

cyclists regularly break the rules can be held accountable," said **Council Member Ben Kallos**. "Clearly visible identification on the vests is a step forward towards safer streets and I am proud to join Council Member Rosenthal in sponsoring this legislation."

Transportation Alternatives Deputy Director Caroline Samponaro said: "Council Member Rosenthal's legislation will protect delivery cyclists by placing some accountability on the local businesses that employ them. That accountability will discourage wrong-way riding among all kinds bicyclists, which will create more predictability on our streets and make them safer for everyone who uses them."

Bobbie Sackman, Director of Public Policy, LiveOn-NY, states, "Pedestrian protection has to be a top priority for older New Yorkers so they can feel safe to be active in their community and walk around without fear. We support Councilmember Rosenthal's common sense proposed changes to the current law to make the bike rider's ID visible at all hours of the day."

"Being struck by a cyclist is one of the top fears expressed by older adults living in Project FIND buildings or using our senior centers. This bill enhances the likelihood of redress if such a terrible event should occur and through active redress reduce the incident rates going forward. Project FIND wholeheartedly supports this important bill," said **David Gillerist, Executive Director of Project FIND**.

"In the Lincoln Square community, the city's robust driver and bicycle education curriculums coupled with our own Public Safety Officers' efforts have provided a better understanding of the rules of the road. This has led to far fewer delivery bicyclists riding on the sidewalks, going the wrong way and an overall increase in pedestrian safety especially for the many senior citizens in our area. We are proud to stand with Council Member Helen Rosenthal, who continues to make street safety a high priority, and to support her legislation," said **Monica Blum, President of the Lincoln Square Business Improvement District**.

"I fully support and applaud this plan, which will add another layer of safety to our streets and sidewalks. All pedestrians are put at risk by bicyclists who don't obey the laws, and being able to more easily see identifying information is a big win for everyone," said **Barbara Adler, Executive Director of the Columbus Avenue Business Improvement District**.

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