Do You Deliver?

Commercial Bicyclist Outreach Summary Report
Announcement of the Program

On July 13, 2012, New York City Department of Transportation Commissioner Janette Sadik-Khan joined Council Members Gale Brewer, Jessica Lappin, Dan Garodnick and Council Transportation Committee Chairman James Vacca on Manhattan’s Upper West Side to announce that DOT was expanding its safety efforts with New York’s and the nation’s largest commercial cycling education and safety campaign. They were joined by a number of supportive businesses including Lenny’s Bagels, Two Boots Pizza, seamless.com and by the Columbus Avenue Business Improvement District Executive Director Barbara Adler and NYC Hospitality Alliance Executive Director Andrew Rigie. The announcement included details of DOT’s new enforcement unit—the Commercial Bicycle Unit (CBU)—which began their door-to-door educational visits the following Monday on the Upper West Side of Manhattan to distribute materials about the Commercial Bicyclist law. Additional education efforts were announced including Delivery Cyclist Forums which were planned for neighborhoods throughout New York.

City officials announce the commercial bicyclist safety effort.

Members of the Commercial Bicycle Unit (CBU).
Outreach to Businesses

The DOT CBU was deployed to businesses in all sections of Manhattan and businesses in select neighborhoods in Brooklyn, Queens and the Bronx. From July 2012 to March 2013, the inspectors went door-to-door to commercial establishments, providing information to hundreds of restaurants and other businesses that employ cyclists. During these visits, they were advised of existing legal requirements to provide safety information and safety equipment to their delivery workers, including helmets, identifying apparel and ID numbers.

CBU inspectors provided all businesses with packets of educational materials about the law including posters in multiple languages, templates for cyclist ID cards, vest inserts, bike plates and cyclist rosters. Business owners were informed of the new laws to take effect in April 2013 during these visits, and explained that violations could be issues by DOT resulting in a fine ranging from $100 to $250 should they be found non-compliant with the law. DOT visited these businesses a second time.

<table>
<thead>
<tr>
<th>Borough</th>
<th>Stores Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhattan</td>
<td>2891</td>
</tr>
<tr>
<td>Brooklyn</td>
<td>547</td>
</tr>
<tr>
<td>Queens</td>
<td>370</td>
</tr>
<tr>
<td>Bronx</td>
<td>284</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4,092</strong></td>
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</tbody>
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Various materials given to businesses during initial outreach.
Delivery Cyclist Forums

DOT Safety Education staff hosted a robust series of Delivery Cyclist Forums to inform business owners and delivery cyclists on the commercial bicyclist requirements and general bicycle safety practices. From June 2012 through April 2013, 33 forums were held in Manhattan, Brooklyn, Queens and the Bronx. More than 3,400 people attended these forums. Commercial Bicyclist Safety kits were distributed to all participants with free bells, sets of lights and retroreflective vests in each package.

As part of this effort, delivery.com provided an additional 1,500 sets of safety equipment as part of a joint SaferHood program with DOT. This enabled DOT to do an additional dozen forums and reach over an additional 1,500 business owners and commercial bicyclists.
### Summary of Forums 2012-2013

<table>
<thead>
<tr>
<th>Borough</th>
<th>Number of Forums</th>
<th>Delivery Cyclist Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhattan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Side</td>
<td>9</td>
<td>940</td>
</tr>
<tr>
<td>East Side</td>
<td>6</td>
<td>600</td>
</tr>
<tr>
<td>Downtown</td>
<td>7</td>
<td>800</td>
</tr>
<tr>
<td>Brooklyn</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bay Ridge/Sunset Park</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>Downtown</td>
<td>2</td>
<td>200</td>
</tr>
<tr>
<td>Park Slope Brooklyn</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>Bronx</td>
<td>2</td>
<td>240</td>
</tr>
<tr>
<td>Queens</td>
<td>5</td>
<td>450</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>33</strong></td>
<td><strong>3,430</strong></td>
</tr>
</tbody>
</table>

Delivery Cyclist Forum in partnership with delivery.com and Manhattan Community Board 2.
Additional Education

The DOT website (nyc.gov/bikes) provides educational materials for business owners who were unable to attend one of DOT’s 33 Delivery Cyclist Forums. These “Do You Deliver?” materials outline the Commercial Bicyclist laws. There is a simple tri-fold brochure in English, Spanish and Chinese for both business owners and commercial bicyclists, a booklet for business owners in Spanish, Chinese, Korean and Greek and templates for ID cards and other identifying elements for delivery cyclists and bicycles. All Commercial Bicyclist Safety posters are available in the top seven New York City languages as well as Greek.

The Commercial Cyclist Safety Course is required for all bicyclists who ride their bicycles for business purposes. This course is published on the DOT website and can be viewed online or downloaded as a booklet. This is available in English, Spanish and Chinese.
Commercial Bicyclist Enforcement

Beginning on April 24, 2013, DOT CBU inspectors will be deployed to businesses that use bicycles to deliver goods to the public. The CBU inspectors will issue violations for missing safety equipment or improper safety equipment for both delivery cyclists and bicycles used for commercial purposes. They also will be inspecting businesses for the display of the Commercial Bicyclist Safety poster for their staff and the roster of cyclists in employment at each establishment. In addition, the CBU inspectors will be distributing information about the online Commercial Bicycle Safety Course which is required for all commercial bicyclists. Violations issued may result in a fine between $100 and $250 dollars.
Partners

82nd Street Partnership
American Bible Society
American Institute of Architects
American Youth Hostel
Basilica of Our Lady of Perpetual Help
Bay Ridge 5th Avenue Business Improvement District
Brooklyn Arts Exchange (BAX)
Brooklyn Community Board 2
Brooklyn Community Board 6
Brooklyn Sunnyside Community Services
Central Astoria LDC
Chinese American Restaurant Services Association
Chinese Consolidated Benevolent Association (CCBA)
Columbus-Amsterdam Business Improvement District
Council Member Jimmy Van Bramer
Council Member Robert Jackson
Councilmember Dan Garodnick
Councilmember Gale Brewer
Councilmember Jessica Lappin
Delivery.com
Downtown Flushing Transit Hub Business Improvement District
Hospital for Joint Diseases
La Marina
Lenny’s Bagels
Lenox Hill Neighborhood House
Lincoln Square Business Improvement District
Long Island University, Brooklyn
Manhattan Community Board 1
Manhattan Community Board 2
Manhattan Community Board 4
Manhattan Community Board 6
Manhattan Community Board 7
Manhattan Community Board 8
Manhattan Community Board 12
NYC Hospitality Alliance
NYS Restaurant Association
NYU Langone Center
New York Public Library, St. Agnes Branch
PACE University
Park Slope 5th Avenue Business Improvement District
Pinkberry Yogurt
Queens Community Board 1
Queens Community Board 3
Queens Community Board 4
Queens Community Board 7
Queens Public Library, Broadway Branch
Queens Public Library, Flushing Branch
Seamless.com
Sunset Park Business Improvement District
Sunset Park St. Francis College
Two Boots Pizza