Agency Press Release or Letterhead

For Immediate Release:                                                                      [Date]

Contact: Name, Phone #, Email

**Bicycle Safety Enforcement Operation Planned for [Your City]**

[Your] Police [or Sheriff’s] Department will be conducting a bicycle safety enforcement operation [Date and Time] aimed at educating drivers and bicyclists on using roadways safely.

Officers will be looking for violations made by drivers and bicyclists, like failing to yield, speeding, improper turning, riding a bike on the wrong side of the road, not complying with stops and signals, or any other dangerous violation.

In 2016, 138 bicyclists were killed on California roadways, a nearly 25 percent increase over the past five years. In [Year of most recent data], [there were X number of deaths and injuries in bicycle versus vehicle collisions] in [Your City].

“We want the public to understand that bicyclists and drivers should be sharing the road and following all traffic laws intended to help everyone get where they need to go safely,” [Your Official] said. “Sharing is caring, and that responsibility falls on both drivers and bicyclists.”

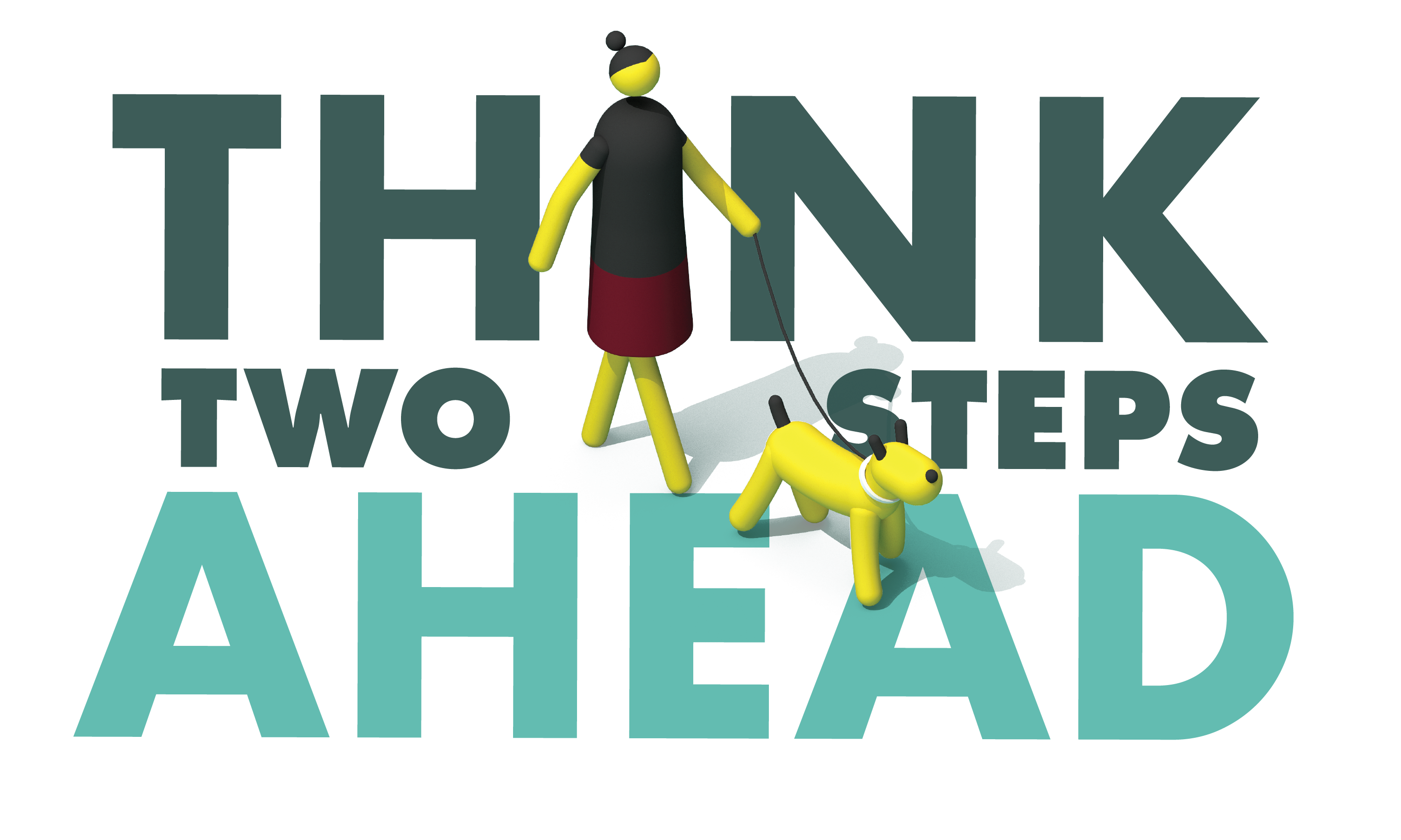
Drivers should provide at least three feet of space when passing bike riders, as required by law, and bicyclists should always let faster traffic pass. Bicyclists need to use lights from dusk to dawn, with a front white light and rear red flashing light or reflectors, as well as wear a helmet. Wearing a helmet is required by law for anyone under 18.

If you are opening a car door or pulling out of a parking space, be on the lookout for bicyclists. Yield to bicyclists at intersections and as directed by signs and signals and be careful making turns. Drivers and bicyclists should avoid any distractions, like using their cell phone.

“Whether you are on two wheels or four, taking these precautions helps reduce injuries and deaths,” [Your Official] said.

[Your] Police [Sheriff’s] supports the new OTS public awareness campaign, “Go Safely, California.” To find out more about ways to go safely, visit gosafelyca.org.

Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.



# # #