

# 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).*



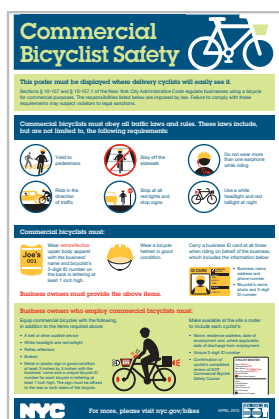
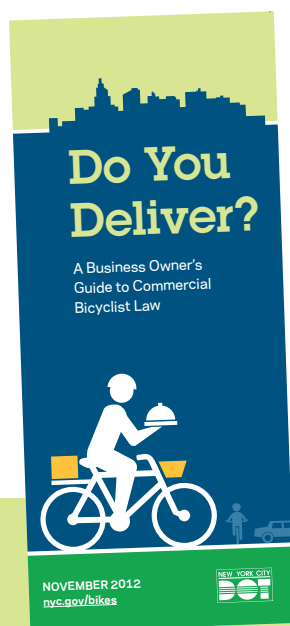
# Outreach to Businesses

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.

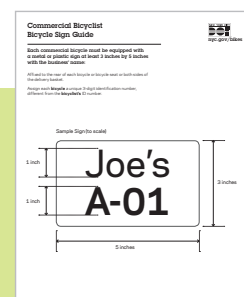
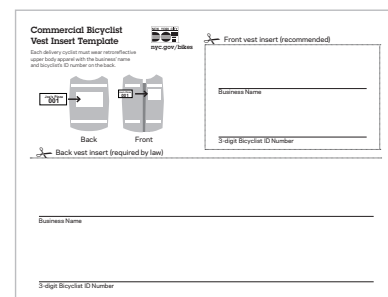
CBU inspectors provided all businesses with packets of educational materials about the law including posters in multiple languages, templates for cyclist ID cards, vest inserts, bike plates and cyclist rosters. Business owners were informed of the new laws to take effect in April 2013 during these visits, 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.

## Door-to-Door Outreach

Borough	Stores Visited
Manhattan	2891
Brooklyn	547
Queens	370
Bronx	284
<b>TOTAL</b>	<b>4,092</b>



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.



*Delivery Cyclist Forums at Estrella Latina in Queens (left) and Manhattan Community Board 7.*

## Summary of Forums 2012-2013

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



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

# Additional Education

The DOT website ([nyc.gov/bikes](http://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.

### 2 | Provide delivery cyclists with the following:

**A unique 3-digit ID number for each bicyclist**  
Assign each bicyclist with a unique 3-digit employee ID number, for your internal use.

**JOE'S 001  
JOE'S 002  
JOE'S 003**

**A bicycle helmet in good condition**  
Replace helmets that have been repeatedly dropped or have been involved in any type of crash—they are no longer safe.

**Business ID card including the information pictured:**

**ID CARD\***

### 3 | Equip commercial bicycles with the following:

**Retroreflective upper body apparel with the business' name and bicyclist's 3-digit ID number on the back**  
The ID still needs to be visible when your commercial bicyclist is wearing a coat or a rain jacket.

**JOE'S 001**

**A bell or other audible device**  
A whistle or siren are not allowed by law.

**White front light and red taillight**  
must be used from dusk to dawn.

**Reflectors**  
must be on each wheel on the front and back of bicycle.

**Brakes**

**A metal or plastic sign at least 3 inches by 5 inches with the business' name:**  
Affixed to the rear of each bicycle or bicycle seat or both sides of the delivery basket.

**Assign each bicycle a unique 3-digit number, different from the bicyclist's ID number.**

**JOE'S A-12**

Electric bicycles are not capable of being registered by the New York State Department of Motor Vehicles and therefore their operation is prohibited in New York City.

**TIP:** Hanging bags from handlebars can cause accidents. Providing a basket is highly recommended.

NYC DOT - Bicyclists - Rules for Commercial Bicycling

[www.nyc.gov/html/dot/html/bicyclists/commercial-cyclists.shtml](http://www.nyc.gov/html/dot/html/bicyclists/commercial-cyclists.shtml)

Home | Business | Visitors | Government | Office of the Mayor

**Rules for Commercial Bicycling**

Bikes are an inexpensive, fast, and efficient way to deliver goods. The city has laws and rules that to help make commercial bicycling safer. Administrative Code of the City of New York §10-157 and §10-157.1 pertain to businesses that employ commercial bicyclists. Failure to comply with these laws may result in a fine.

**Commercial Bicyclist Forums**

DOT is holding a series of interactive workshops for business owners about the commercial bicyclist law. At a forum, business owners can learn how to comply with the law and keep their employees safe, and also get free accessories for cycling employees. Our latest series of forums, the SafeHood program are sponsored by delivery.com, provides free sample commercial bicyclist accessories at the forums.

» Check the DOT Events calendar for upcoming forums

**Requirements for Businesses**

Businesses that employ commercial bicyclists must post the Commercial Bicyclist

**영업용 자전거 운전자 안전 수칙**

**영업용 자전거 운전자 안전 교육**  
NYC 법규에 따라 모든 영업용 자전거 운전자는 본 교육을 이수해야 합니다.

교육 이수 후, 고용주에게 모든 교육 과정을 수료했다는 사실을 말하여 고용주가 수료 사실을 구무 시가부에 기록하도록 조치하십시오.

[nyc.gov/bikes](http://nyc.gov/bikes)

**Будьте предсказуемыми**  
Не двигайтесь хаотично. Не перестраивайтесь резко из полосы в полосу.

**¿Hace Entregas a Domicilio?**

Guía para Proprietarios de Negocios Sobre la Ley de Ciclistas Comerciales

**您的公司有送貨服務嗎?**

**Παραδίδετε σωστά;**

Ένας οδηγός για όλα όσα πρέπει να γνωρίζουν οι ελεύθεροι επαγγελματίες σχετικά με τις νομοθεσίες περί επαγγελματιών ποδηλατών



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