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LADOT Celebrates Bike Month with Multiple Community Events

Los Angeles, CA (May 15, 2017) - May is National Bike Month, an annual opportunity for communities across the country to celebrate bicycling. The Los Angeles Department of Transportation (LADOT) has teamed up with the California Office of Traffic Safety (OTS) and community partners to celebrate Bike Month by working to make the City of Los Angeles a safer place for people biking (and walking too).

Under the City's Vision Zero initiative, LADOT, OTS, and community organizations will carry out eight creative traffic safety education campaigns between April and June 2017 promoting road safety along distinct portions of the High Injury Network. These creative campaigns will draw people out of their cars, off of their bikes, and onto the sidewalk to engage in conversations about traffic safety.

Timed to coincide with National Bike Month, the "Vision Zero Roscoe" campaign will take place May 15- May 19, 2017 on Roscoe Blvd. in the Panorama City neighborhood. Organizers will work to transform Roscoe into a safer place to walk, bike, drive and play. The activation includes a Bike Safety Workshop with the LA County Bicycle Coalition, a Bicycle Tune-Up Clinic, a feeder ride to the San Fernando Ride of Silence, a Bike to Work Day Pit Stop, and a culminating Vision Zero Safety Festival.

Throughout May, bike advocates, allies, and the bike-curious come together for bicycle caravans, trainings, "Bike to Work Day," and fix-it workshops. Participants also use this month to advocate for bicycle infrastructure and commemorate friends and family lost in crashes. It is an opportunity to strengthen the bicycle community, talk about and practice bicycle safety, and celebrate the beloved form of transportation.

Funding for this program was provided by a grant from the California Office of Traffic Safety (OTS), through the National Highway Traffic Safety Administration. OTS shares Vision Zero's goal of zero traffic deaths in Los Angeles. It strives toward this goal by making available grants to local and state public agencies for programs that help them enforce traffic laws, educate the public in traffic safety, and provide varied and effective means of reducing fatalities, injuries and economic losses from collisions.

The community-based education campaigns come in advance of safety improvements coming this summer to 95 miles of the High Injury Network. These parallel efforts are aimed at meeting Vision Zero LA's first major benchmark goal: a 20% reduction in traffic fatalities by the end of 2017. For more information about Vision Zero and its traffic safety campaigns, please visit: visionzero.lacity.org/actions/.

Remember: Free rides on Dash Buses on Bike to Work Day on Thursday, May 18th. The DASH stops on Roscoe and Sepulveda, and Van Nuys and Roscoe.

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