



Department of Transportation

Ydanis Rodriguez, Commissioner

May 3, 2023

Honorable Gale Brewer
Council Member, 6th District
563 Columbus Avenue
New York, NY 10024

Dear Council Member Brewer:

Thank you for your April 18, 2023 correspondence on behalf of your constituent Joan Martinez addressed myself and to New York Police Department (NYPD) Commissioner Keechant L. Sewell regarding her concerns related to unsafe E-Bike activity.

The Department of Transportation (DOT) shares these concerns about traffic safety and mobility for all road users. As you may be aware, enforcement of traffic regulations is the jurisdiction of NYPD, and DOT supports NYPD's continued enforcement of the bicycle rules of the road as a means of increasing safety for all users of New York City's streets.

Additionally, as part of the push to promote safe e-micromobility adoption, DOT will be launching a new safety education ad campaign focused on teaching operators of e-micromobility how to operate these devices safely. In addition to the campaign which will be launched in the field and via video, the outreach and education plan will use three approaches:

- 1) Delivery Cyclists Outreach: Through planned events that include safety equipment giveaways as incentive, delivery cyclists will receive skills-based education about braking, turning and safe speeds on e-bikes. Safety Educators will also meet deliveristas where they are working to hand out information and answer questions in appropriate languages.
- 2) Point of Sale: Vendors selling e-bikes will receive literature to hand out to buyers of legal e-bikes highlighting safe operation tips. These 'Buying and Selling E-Bikes' materials will be brought to bike shops and the buying information will be available at our many bike safety and encouragement events.
- 3) Bike Events and Pop-Ups: E-bike safe operation materials will be distributed at our many helmet fittings, bike light giveaways and Bike the Block events. Pop up events will be added to the schedule to distribute materials. The advertising campaign will include shareable videos on safe operation in appropriate languages and we will distribute these via QR Codes at all events.

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In the interim, if you have any further questions or concerns regarding this matter, please do not hesitate to contact the office of Manhattan Borough Commissioner Edward F. Pincar directly at (212) 839-6210.

Thank you for taking an interest in issues affecting your community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ydanis Rodriguez', with a stylized, cursive script.

Ydanis Rodriguez
Commissioner

DOT-592745-F8K7
cc: Keechant L. Sewell-NYPD Commissioner