



**For Immediate Release**  
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## **San Antonio launches “Get Cyched” campaign to promote bicycling and communicate new rules of the road**

At today’s grand reopening of the historic Hays Street Bridge, the City of San Antonio’s Office of Environmental Policy (OEP) launched “Get Cyched,” a comprehensive advertising campaign to promote bicycling and educate the San Antonio community about the new rules of the road for both drivers and cyclists. Emphasizing that safety is a two-way street, the campaign encourages both drivers and cyclists to make San Antonio a more bike-friendly city. The campaign is funded through the American Recovery and Reinvestment Act with Energy Efficiency Block Grant (EECBG) funds through the Department of Energy.



"We have made bicycles a higher priority in San Antonio," Mayor Julián Castro said. "Not only do bike-friendly initiatives promote healthy living, they will improve the overall quality of life in our city and make places like downtown more attractive to investment and residential living."

The foundation of the campaign are two new city ordinances passed in 2010 to improve cycling safety and increase bike ridership. On February 4, 2010, the City of San

Antonio adopted a Safe Passing Ordinance, which requires motorists to pass pedestrians, cyclists and other vulnerable users at a safe distance of at least 3' for cars and 6' for commercial or large trucks. On April 8, 2010, the City of San Antonio adopted a Bike Light Ordinance, which requires cyclists to use a front light and rear light or reflector when bicycling at nighttime. Not complying with either ordinance is a Class C Misdemeanor punishable by up to a \$200 fine.

“By law, bicyclists and pedestrians have the same rights as motorists to use the roadway in Texas, but they also must follow traffic laws,” said Julia Diana, the Office of Environmental Policy’s Senior Management Analyst for Sustainable Transportation. “This campaign encourages respect and cooperation between both drivers and cyclists. It truly is a two-way street.”



The “Get Cyched” campaign features San Antonians using local bicycling facilities, reflecting the diversity of San Antonio and its cycling community. The ads show all ages and types of bicyclists: experienced cyclists riding for fitness on Loop 1604, a family riding for recreation on the Medina River Trail and a college student commuting at Palo Alto College. The six month campaign is in both English and Spanish and includes print, outdoor, radio and

Internet advertisements, supported by public relations and social media outreach. It was produced by San Antonio-based KGBTexas.communications.

The campaign is the latest in a series of initiatives from the OEP's "San Antonio Bikes" program. Other initiatives include:

- bike share/rental program consisting of 140 bikes at 14 locations managed by San Antonio Bike Share, a new nonprofit organization

- Bicycle Master Plan Update and Implementation Plan to make San Antonio's bike network more accessible , direct, and continuous 32 new bike racks from the Alamodome to the Japanese Tea Gardens in Brackenridge Park

- City of San Antonio employee bike share program

- enhanced route and wayfinding

signage on downtown streets such as Main, Soledad and Dwyer.

- new "San Antonio Bikes" Web site launched July 2010 to serve as a central point of information about bicycling in San Antonio, including an interactive mapping website that shows area bicycle lanes, routes, and paths in relation to city streets and landmarks.

For more information, call Julia Diana, Senior Management Analyst for Sustainable Transportation, Office of Environmental Policy at (210) 207-6321, or visit the office's website at [www.sanantonio.gov/oep](http://www.sanantonio.gov/oep).



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