

WHEREAS:

Members of MBPAC have been actively investigating methods to deliver bicycle safety messages to motor vehicle operators, and

Inserts and envelope messages distributed with driver's license renewal are of limited effectiveness, due to the small amount of space available, the infrequent occurrence of renewal, and the ease of ignoring such inserts and messages, and

All drivers are required to have automobile insurance, and many have roadside assistance policies as well, and

Most of the companies issuing such insurance and roadside assistance policies also publish periodicals for their customers, and

Recent messages from those companies have suggested an increased willingness to address the issue of bicycling safety, and

It is to the obvious benefit of the insurance companies to improve safety and reduce the frequency and seriousness of bicycle/motor vehicle crashes, and

The various offices of MDOT and the bicycle advocacy organizations already have a wealth of information which could be used to create such messages,

THEREFORE:

MBPAC strongly urges the Secretary to direct the Office of Safety and/or other appropriate MDOT entities, in cooperation with Maryland bicycle advocacy groups, to prepare bicycle safety materials, such as articles and letters, for distribution to the area insurance and roadside assistance companies, for further distribution to their members and customers.