

The CoExist Campaign

THE COEXIST CAMPAIGN is an ongoing effort by the MTA Bicycle Program and the San Francisco Bicycle Coalition. Initiated in 2001, the campaign combines outdoor media messages, grassroots level promotional incentives, and even engineering implementations to foster cooperation and peaceful use of shared lanes on San Francisco streets.

A primary objective of the CoExist Campaign is to ensure that bicyclists will not ride in the “door zone,” where they are at risk of collision with the open doors of parked cars. Critical to this effort is alerting motorists that bicyclists have the right to share the traffic lane, and that motorists should pass bicycles safely, with caution and respect. For more information on CoExist, or to get CoExist stickers, go to www.bicycle.sfgov.org or www.sfbike.org.



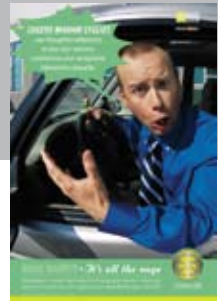
“Door Zone” CoExist poster.



CoExist stickers for bumpers and bikes.



These light-hearted posters sought to engage both bicyclist and motorist, promoting safe lane sharing.



Another product of the CoExist Campaign is the “Watch For Bikes” side-view mirror sticker. This clear sticker, available by calling 585-BIKE or emailing bicycle@sfgov.org, is placed on vehicles driver side mirror to remind the driver not to open car doors without first checking for bicycles.



The “Watch for Bikes” section peels off and is applied directly to the driver’s side mirror.