



NEWS EVENT
April 2, 2010

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City's First Physically Separated Bike Lane Created on Market Street

**San Francisco's Main Corridor Boasts Increasing Two-Wheeled
Transportation, Numbers Expected to Grow**

(SAN FRANCISCO, CA) – Responding to the growing interest in bicycle transportation, the City began installing its first physically separated bike lane on Market Street yesterday, the busiest corridor in San Francisco for two-wheeled transportation.

White, soft-hit posts are being added to the existing bike lane on Market Street between Octavia Boulevard and Eighth Street, creating an exclusive path of travel for bicycle commuters and deterring cars from illegally parking in the busy bike lane.

This first-of-its kind improvement in San Francisco comes as a welcome addition for the more than 120,000 people who bicycle regularly in San Francisco. Biking increased 53% on the streets of San Francisco between 2006 and 2009, according to counts from the SF Municipal Transportation agency.

“Physically separated bike lanes are a proven way to encourage more people to ride bicycles for transportation, and what better street to add this safety innovation to than Market Street, the city’s most important bicycling corridor,” says Neal Patel, Community Planner for the San Francisco Bicycle Coalition, an 11,000-member nonprofit group that promotes bicycling for everyday transportation. “We expect to see the numbers of people choosing to bike on Market Street grow dramatically as the City continues to invest in more welcoming conditions for riding.”

Businesses along Market Street are also seeing the positive impacts of more people bicycling. “A lot of our customers arrive by bicycle” says Josefine Gylleback, Manager of Cafe Trieste on Market St. and Gough. “I think these improvements will attract more bicycling customers, which is good for business, and the addition of the posts means bicyclists don’t have to worry about cars parked in the bike lane.”

In a February survey, 90% of bicyclists said the one-block separated bike lane on Market St., which was piloted initially, made them feel safer, and 80% of respondents said they would bike on Market Street *more often* if the separated bike lane was expanded for longer.

“The separated bike lane has transformed my commute and vastly improved this stretch of Market Street, making it safer and more pleasant for me and other people riding bikes,” says Steve Hall, a Marketing Director for an investment firm who has been bicycle commuting from his home in the Mission to his office at the Ferry Building for more than a decade. “I would love to see this separated bike lane extended to the full length of Market Street, so I would feel more comfortable bicycling regularly with my 7-year-old son to the Embarcadero.”

The SF Municipal Transportation Agency reported that Market St. often has more bike commuters than automobiles during the peak morning commute, according to counts taken at Van Ness.

“We are eager to see the City continue this fully separated bikeway on Market Street from Octavia Blvd. to the Embarcadero, which will encourage more first-time bicyclists to ride comfortably,” says Neal Patel, of the San Francisco Bicycle Coalition. “This will attract people of all ages and skills to travel our city’s main corridor in a healthy, non-polluting way -- whether for work, for shopping, or just for fun.”

The San Francisco Bicycle Coalition is working with City officials to plan an event to officially unveil the completion of the new physically separated bikeway on Market Street in the coming week. Please stay tuned for an announcement.

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