



September is Bicyclist & Pedestrian Awareness Month

Share the Message!

- Posters and pamphlets are available – free – from DRIVE SMART Virginia. We'll even ship them to you (within Virginia). A traffic safety display in the break room, or other high-visibility areas, will spread the message and demonstrate your company's commitment to sharing Virginia's roads. Visit our online store and toolkit pages to order and download free traffic safety materials.*
- Add "September is Bicyclist and Pedestrian Awareness Month" beneath your email signature all month.
- Conduct an anonymous survey of employees' driving habits. You can download a survey from the drivesmartva.org online toolkit.* Conduct one survey at the beginning of September and another at the end of the month. Share the results with employees in an email or newsletter.
- Plan an employee safety day. Invite your local fire and police departments. Contact organizations like DRIVE SMART Virginia about participating in your event.



SOCIAL MEDIA

Add a "Share the Road" message to your social media posts. Some suggestions are included in the BPAM Toolkit on our website. You can also personalize them.



*drivesmartva.org/outreach-and-education/toolkits