Bicyclist and Pedestrian Awareness Month

Sample Email to Employees

The safety of our employees is a top priority of this company. That includes your safety on the road. September is Bicyclist and Pedestrian Awareness Month in Virginia and we remind you of the importance of sharing the road.

Safety on the road depends on mutual respect. Bicyclists, motorists, and pedestrians have responsibilities to ensure their safety and the safety of others. For example, motorists must pass bicyclists at a reasonable speed and at least 3 feet to the left of the cyclist. Bicyclists must obey traffic laws. Pedestrians should wear reflective clothing and must walk, jog or run on the side of the road facing traffic.

Last year in Virginia, 124 pedestrians and 13 bicyclists died as the result of traffic crashes. In that same period in the Commonwealth, 615 bicyclists and 1,575 pedestrians were injured. These numbers represent a significant portion of overall traffic fatalities and injuries last year in Virginia.

Please take this opportunity to determine what you can do to protect yourself and others on Virginia’s roadways.

We want you to be safe on the job and off the job.