**Be safe, be seen this season**

**November CTR Communication Toolkit**

**This month’s toolkit promotes pedestrian and cyclist safety during the fall and winter months.**

**Draft EmaiL/ARTICLE:**

TO: **(Agency)** Employees

FR: **(CTR/ETC name/title)**

RE: Be safe, be seen this season!

The season’s short, dark days make pedestrians and bicyclists less visible to drivers. Your safety is a top priority at Intercity Transit. To help you be safe and be seen, Intercity Transit is providing free, reflective-safety lights at Customer Service at the Olympia Transit Center and on buses, while supplies last.

Reflective clothing and lights can help make you more visible. Help ensure your safety by using:

**Lights:**

* **Waiting at a bus stop:** Use a flashlight, light up your cell phone, or wear a flashing safety light to ensure that our drivers can see you.
* **Bicycling:** State law requires the use of a white headlight and a red rear reflector or tail light when it’s dark.
* **Walking or running:** Wear a headlamp, carry a flashlight, or wear flashing safety lights.

Flashing lights appear brighter and draw attention faster than steady lights. Add them to shoes, backpacks, coats or jacket sleeves, purse straps and anywhere else you can think of.

**Reflective Clothing and Gear:**

* **Jackets, vests, caps, gloves** and more with reflective features are great options…to increase your visibility.
* **Reflective tape or bands** are inexpensive options that can be added to outfits, backpacks umbrellas and more.
* **Highly-visible umbrellas** help you stand out (and keep you dry).
* **Reflective backpack covers** help keep contents dry and make you more visible.

To receive the latest Intercity Transit news, route and schedule changes, sign up for text or email alerts at [intercitytransit.com/subscribe](http://www.intercitytransit.com/subscribe).

**DRAFT FACEBOOK POSTS/TWEETS:**

1. Don’t hibernate this season just because it’s dark outside! Add some reflective gear and blinking lights to your wardrobe to get noticed whether you are running, walking or riding. and enjoy!
2. Did you know that flashing lights appear brighter and draw attention faster than steady lights? Add them to shoes, backpacks, coats or jacket sleeves, purse straps and anywhere else you can think of. Be safe, be seen this season.