

# RHDG

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## **SF Bicycle Coalition rolls with RHDG**

*March 2010*

Riezebos Holzbaur Group (RHDG) is set in motion to launch the much-awaited San Francisco Bicycle Coalition BikeMapper application. It's the online tool that gives you turn-by-turn biking directions to your destination—reducing barriers for people considering bike riding in San Francisco.

BikeMapper was created by the SF Bicycle Coalition, in partnership with the SF Department of the Environment, the Bay Area Air Quality Management District, MTC, and 511.org. It is the first online application of its kind in San Francisco: it calculates the shortest or flattest route, allowing anyone to take the best bike-friendly ways around the city. RHDG is proud to partner with the SF Bicycle Coalition on a project that will help the environment and the people of San Francisco.

RHDG will be creating advertising materials that include bus signage, postcards, and web ads for BikeMapper. Please visit <http://www.sfbike.org/mapper/> to find out more about this exciting new application.