



# **TxDOT Motorcycle Safety Update**

- Jude Schexnyder, Traffic Safety Specialist, TxDOT



# The Need for Motorcycle Safety

## Problem Identification

- Motorcycle registrations have doubled over the last decade.
- Motorcycle fatalities continue to be overrepresented compared to other fatality types.
- Economic cost of a rider fatality is \$1.3 million dollars.



# The Need for Motorcycle Safety

## Contributing Factors

- Riding under the influence.
- Excessive speeds.
- Lack of proper & consistent gear use.
- Conspicuity problems.





# Statewide Motorist Awareness & Motorcyclist Safety Outreach & Support

- Public information and education outreach programs to address rider safety & reduce fatalities and injuries.



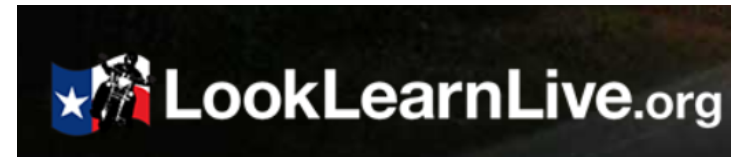


# Motorcycle Outreach:2017

## Activity: LookLearnLive.org & Social Media

- Website content added weekly.
- Twitter, Facebook, Instagram updated weekly/daily.
- Weekly features, videos, events, safety information, etc.

### Tweets by @LookLearnLive





# Motorcycle Outreach:2017

## Activity: Attend events with Look Learn Live

- 15 different events across the state.
- Distribute PI&E materials.
- Safety messages received by thousands of event attendees over the year.





# Motorcycle Outreach:2017

## **Activity: Coordinate 4 Texas Motorcycle Safety Coalition Meetings & 1 Statewide Forum**

- Coordinate quarterly meetings for the TMSC.
- Actively recruit new members
- Maintain and update TMSC distribution list.
- Plan, hold, and evaluate yearly Motorcycle Safety Forum.





# Rider & Roadway Safety Awareness Program

- A TTI-developed interactive website to help riders:
  - identify high-crash areas on popular motorcycle routes
  - identify & select safe roadways
  - understand factors contributing to motorcyclist safety
  - determine appropriate riding behaviors and strategies



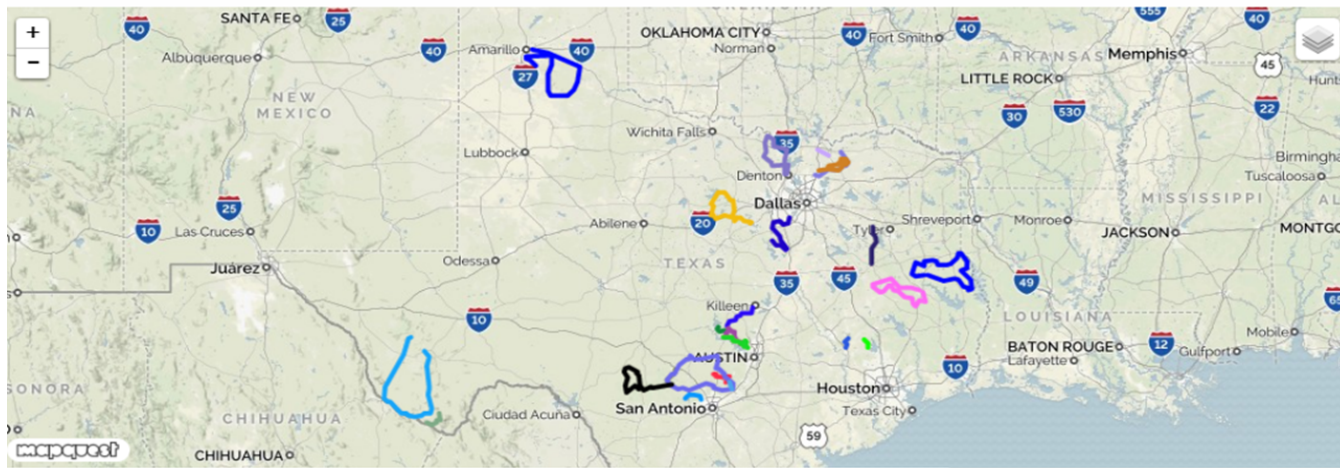
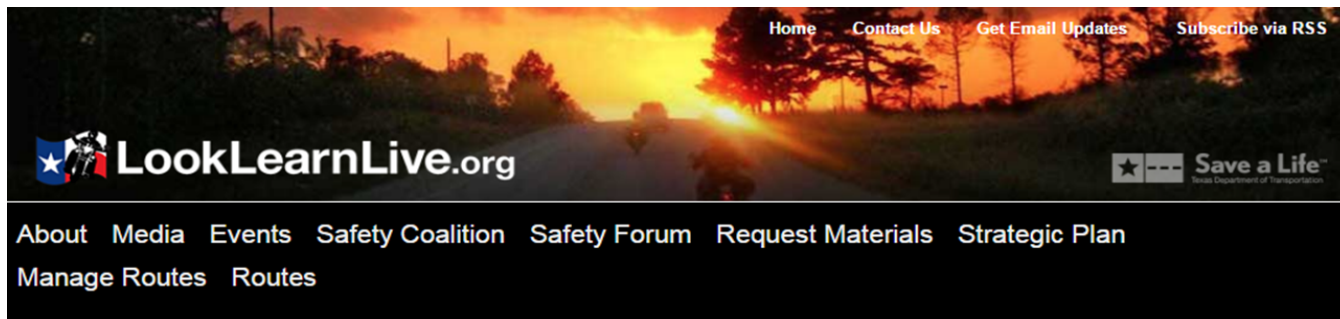
# Rider & Roadway Safety Awareness Program

- **Activities**
  - Create a map of where motorcycle crashes and fatalities are occurring.
  - Film selected motorcycle sites.
  - Develop safety-related information and messages.
  - Deploy live website.





# Rider & Roadway Safety Awareness Program



Website prototype – staging links are not the final product, currently in development.



## Scenic Routes

Sort By:

Title



1233 through Medina Lake

[Read more](#)



357 through Davy Crockett National Forest

[Read more](#)

Safety 0 ★ ★ ★ ★ ★

Experience Level 3 ★ ★ ★ ★ ★

Weather 0 ★ ★ ★ ★ ★

Scenery 0 ★ ★ ★ ★ ★

Scenic Locations 0 ★ ★ ★ ★ ★

Fuel Availability 0 ★ ★ ★ ★ ★

Hotel Availability 0 ★ ★ ★ ★ ★



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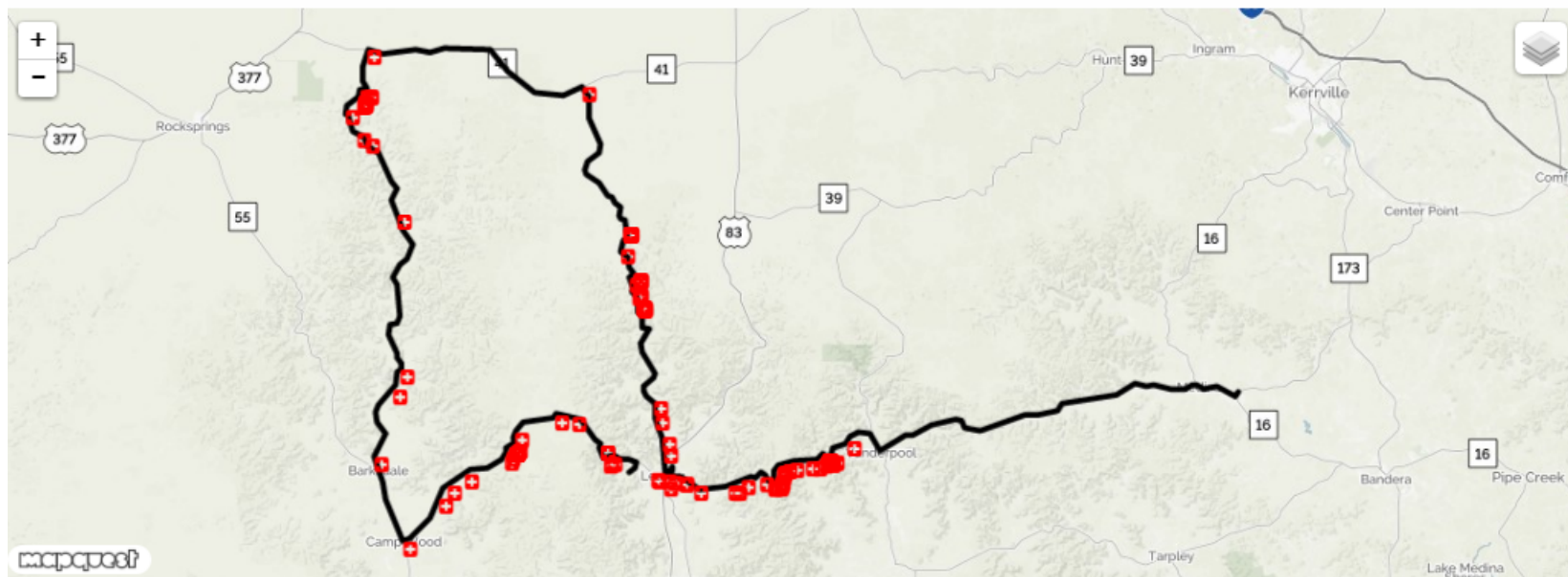


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# Rider & Roadway Safety Awareness Program



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# Sherry Matthews Advocacy Marketing



**2017 Campaign**



## Focus on Drivers

- ▶ Away from home and in vehicle
- ▶ Statewide
- ▶ High fatality markets emphasis
- ▶ English and Spanish
- ▶ Timing: Safety Awareness Month (May)



# Campaign Elements

- ▶ Kickoff Press Conference
- ▶ Paid Media
- ▶ Earned Media & Outreach
- ▶ Social Media



## BILLBOARD

**There's a life riding on it.**



**Look Twice**

**Share the Road. **





# OUTREACH





# SOCIAL MEDIA







TEXAS DEPARTMENT OF TRANSPORTATION

# Motorcycle Safety & The Way Forward







# **Motorcycle Survival Presentation**

## **Contact Information:**

**Jude Schexnyder, Traffic Safety Specialist, TxDOT**

**Office: (512) 832-7035**

**Cell: (512) 586-0368**

**Email: [jude.schexnyder@txdot.gov](mailto:jude.schexnyder@txdot.gov)**