



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.

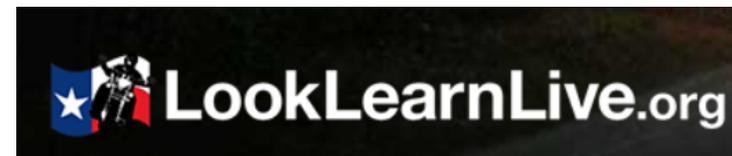


Motorcycle Outreach:2017

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

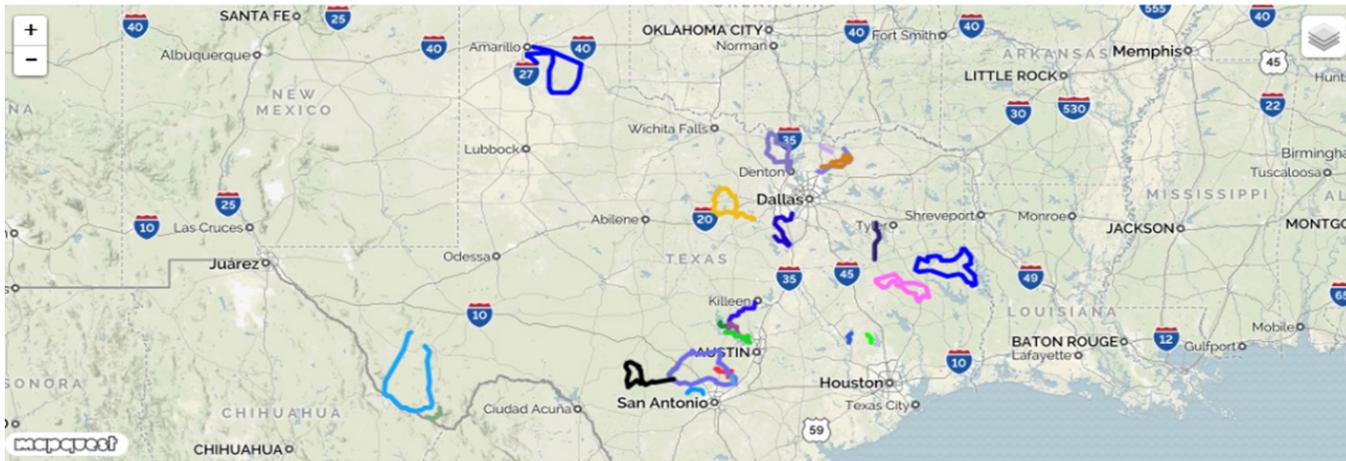


Rider & Roadway Safety Awareness Program

- **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:



1233 through Medina Lake

[Read more](#)



357 through Davy Crockett National Forest

[Read more](#)

Safety 0 ★ ★ ★ ★ ★

Experience Level 3 ★ ★ ★ ★ ★

Weather 0 ★ ★ ★ ★ ★

Scenery 0 ★ ★ ★ ★ ★

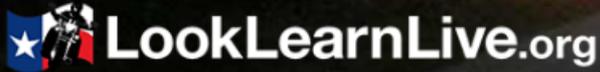
Scenic Locations 0 ★ ★ ★ ★ ★

Fuel Availability 0 ★ ★ ★ ★ ★

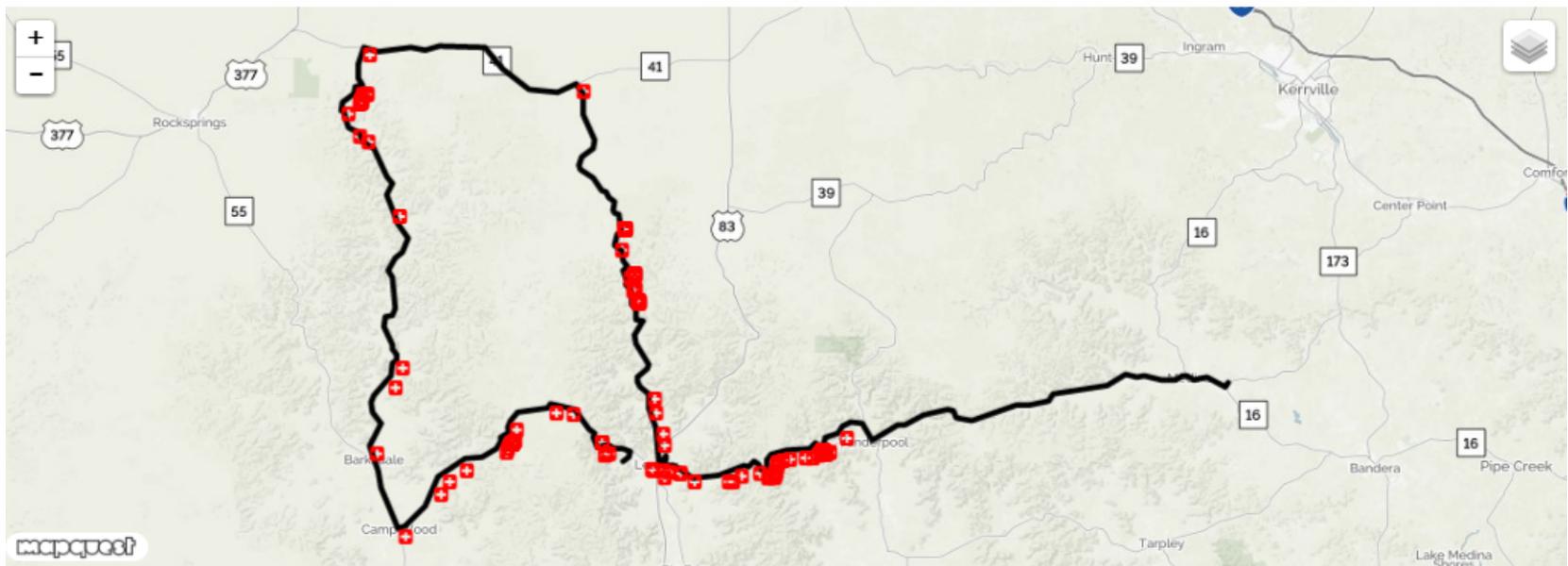
Hotel Availability 0 ★ ★ ★ ★ ★



[Home](#) [Contact Us](#) [Get Email Updates](#) [Subscribe via RSS](#)



[About](#) [Media](#) [Events](#) [Safety Coalition](#) [Safety Forum](#) [Request Materials](#) [Strategic Plan](#)
[Manage Routes](#) [Routes](#)





Rider & Roadway Safety Awareness Program



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



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. **TxDOT**

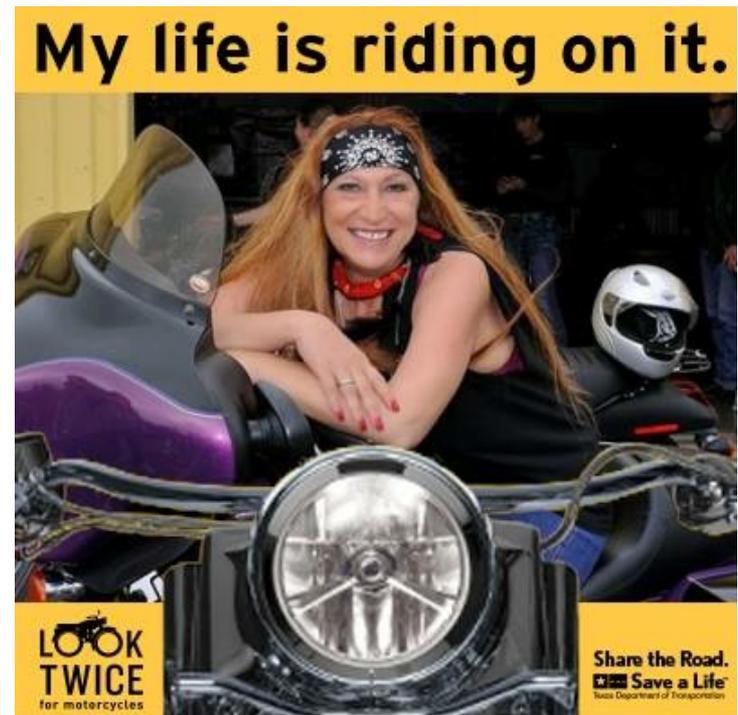
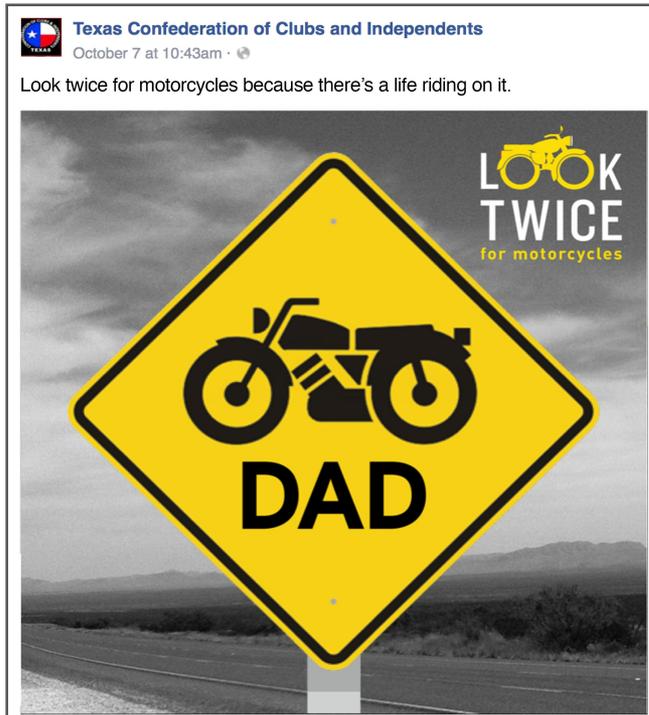


OUTREACH





SOCIAL MEDIA





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