



Motorcycle Stakeholder Tool Kit for Preventing Impaired Riding





Introduction

Drinking while riding was a factor in over a third of all motorcycle fatalities from 2012 to 2020. Because riding requires more skill and concentration than driving a four-wheeled vehicle, even relatively low levels of alcohol in the bloodstream (BAC) can be deadly: a rider with a BAC of 0.03 is three times (300%) more likely than a sober rider to be involved in a fatal crash. At the legal DUI limit of BAC 0.08, a rider's fatality risk is 20 times (2000%) higher than it would be if he/she were sober.

The decision to ride after drinking alcohol is a personal one; however, there are strategies that the rider community can use to help prevent impaired-riding crashes and protect other riders.

Many of the ideas and examples included in this tool kit come from motorcycle clubs, organizations and businesses here in Texas. Others have been developed in other states, or by state or national agencies and organizations including the Motorcycle Safety Foundation (MSF), the National Highway Traffic Safety Administration (NHTSA), Texas AgriLife and the LookLearnLive motorcycle safety outreach program.

Who Is This Tool Kit For?

Motorcycle
clubs

Event/ride
organizers

Motorcycle
dealerships

Motorcycle
gear shops

Restaurants,
bars and
pubs

How to Use This Tool Kit

Some of the ideas included in this tool kit might be options for your motorcycle club or business. Some might be of interest to you as an individual rider. And some might lead you or your organization to create a whole new strategy for preventing alcohol-related crashes and saving lives among Texas riders.

View Tool Kit Online



<https://www.looklearnlive.org/safety/preventing-impaired-riding/>

Alcohol-Free Events

Alcohol is prominent in many motorcycle-related events. A significant component in preventing impaired riding is creating a culture in which alcohol and riding do not mix. This shift in culture can begin by hosting alcohol-free events or gatherings where alcohol is better separated from riding. The following are some examples of ways clubs and dealerships can remove alcohol from events altogether and/or integrate alcohol into their events with fewer risks.

Options	Examples	Costs/Cost Level	Challenges/ Considerations
Separate riding and alcohol into separate parts of the event	<p>"I organize long weekend rides. We meet in the morning [and] ride another couple of hours to a rented house where we prepare dinner and drink alcoholic beverages. The next day is all riding with no drinking, usually returning to the rented house. Then drinking can happen. The third day is the ride home."</p> <ul style="list-style-type: none"> The Allen, TX, Easy Riders Riding Club (https://www.meetup.com/allen-easy-riders/) specifies that alcohol may only be consumed at the conclusion of group rides. 	For some events: overnight accommodations	Cultural/ community expectations around alcohol at motorcycle events
Eliminate alcohol from the event	<p>"All events at our dealership are non-alcoholic."</p> <ul style="list-style-type: none"> The annual "Run for the Wall" nation-wide motorcycle ride to honor veterans, POWs, and those missing or killed in action prohibits alcohol consumption during the riding day https://rftw.us/rider-guidelines/ The Christian Motorcyclists Association (CMA) Handbook prohibits alcohol consumption at any CMA meeting or ministry area https://webapp04.cmausa.org/uploads/CMAH-andbook/CMAHandbook2022.pdf 	No additional cost to conduct completely alcohol-free events	Cultural/ community expectations around alcohol at motorcycle events
Establish drink limits for events or gatherings	<p>Specify a maximum number of alcoholic drinks that attendees can consume at an event.</p> <p>Use tickets or some other mechanism to monitor the limit.</p>	No/minimal additional cost	Cultural/ community expectations around alcohol at motorcycle events

Options	Examples	Costs/Cost Level	Challenges/ Considerations
Invest money for alcohol toward other amenities and provide alcohol-free alternatives	Better quality food, raffles including prizes, other games, etc.	Low to none	
Stay away from choosing a bar as the event venue, if possible	The Dust Bowl Beemers (https://www.facebook.com/Dust-Bowl-Beemers-633831986796656/) and Dallas Honda Rider's Club (https://www.meetup.com/The-DallasHonda-RidersClub/) schedule weekend-morning group rides featuring coffee and doughnuts.	Variable	

Testimonials from Texas Riders:

"Schedule ride events in the morning. Establish event agendas that clearly separate riding and social events. Establish a mechanism to reject riders from participating that don't follow the rules — for the safety of all the riders and themselves."

"I don't believe any ride event should have alcohol served by a vendor. That is encouraging behavior that is unsafe. That is a part of the motorcycle culture that really needs to change."

"Make riding events a big 'loop' or overnight destination oriented. Drinks (and dining) are fine at the END of the ride. NEVER during."

"We rode as a group at least twice a month, and the rules were always no alcohol at any function or ride associated with GWRRA events. And we stayed with that. I never remember in my years with GWRRA a rider going down due to alcohol impairment, and we policed our own."

Club Bylaws

Creating club bylaws about alcohol consumption can help make new cultural norms that deter motorcyclists from drinking and riding at club and non-club events. An anti-drinking and riding culture may yield more effortless enforcement since these policies originate from a community and members can help keep others accountable.

Options	Examples	Costs/Cost Level	Challenges/ Considerations
Activity-specific bylaws	<p>“No drugs or alcohol during club-sanctioned rides.”</p> <ul style="list-style-type: none"> The national bylaws of the Veterans of Foreign Wars (VFW) Riders Groups forbid the consumption of alcohol during any group-sponsored riding activities (https://vfwks.org/uploads/Documents/VFWRGPolicy.pdf). The Dallas-Fort Worth, TX, BMW club emphasizes motorcycle safety in the first paragraph of its bylaws, including stating that it will not “sponsor or promote...operating a motor vehicle while under the influence of drugs or alcohol” (https://bmwdfw.bmwmoa.org/wp-content/uploads/2018/04/bmwdfw_bylaws.pdf). 	None	<p>Cultural/ community expectations around alcohol</p> <p>Enforcing the bylaws</p> <p>Club member acceptance of new alcohol-free policies</p>
General bylaws on alcohol use by club members (not activity specific)	<p>“No alcohol allowed while wearing club colors.”</p> <ul style="list-style-type: none"> Sober Bikers United (SBU), founded as a fellowship organization for riders who are in recovery from alcohol or drug addiction, asks that its members do not consume any alcohol or controlled substance while wearing SBU gear, and do not bring them to SBU events (https://soberbikersunited.org/?page_id=109). The Christian Motorcyclists Association asks that its members not consume alcohol, particularly if they are acting in a leadership or ministry position (https://webapp04.cmausa.org/uploads/CMAHandbook/CMAHandbook2022.pdf, pages 15, 17 and 21). 	None	<p>Cultural/ community expectations around alcohol</p> <p>Enforcing the bylaws</p> <p>Club member acceptance of new alcohol-free policies</p>

Options	Examples	Costs/Cost Level	Challenges/ Considerations
Use outreach materials to help riders understand alcohol-free bylaws and create buy-in	See "Outreach Materials and Activities."	Variable	

Testimonials from Texas Riders:

"Riding under the influence of drugs or alcohol is forbidden in the group I regularly ride with. Violators are not allowed to continue with the group until sober."

"It takes agreement from all the participants. Each rider needs to voice not only their commitment not to drink and ride but state they don't want to ride with someone who has been drinking. It's a social commitment."

"While not in a HOG chapter now, I was a director at one time. We never drank and rode. We would ride, and after the ride, particularly on trips, we would party at night after the riding was done. Anyone who drank on our rides we would ask to leave."

Safe Rides Home — with Bike Transport/Protection

When riders need a safe ride home after drinking, their bikes need a ride, too — or a safe place to stay. Here are some ways to give both riders and their motorcycles an alternative to riding home impaired. Most of the examples shown are Texas-based businesses or from Texas motorcycle clubs; an example of a statewide volunteer-based motorcycle transport organization is from Minnesota.

Options	Examples	Costs/Cost Level	Challenges/ Considerations
Commercial motorcycle hauling/towing services	<ul style="list-style-type: none"> • ATX Motorcycle Towing and Transport in Austin, TX (https://atxbiketow.com/) • Cycle Shuttle from Houston Motorcycle Towing and Transport Specialist (https://cycleshuttle.com) • Donkey Haul motorcycle towing in San Antonio, TX (https://donkeyhaul.com/) • M&M Motorcycle Hauling, Temple-Belton (mmartinez51964@yahoo.com or 254-624-6343) 	\$60–80, based on advertised prices	Not available in all areas
	<ul style="list-style-type: none"> • Hawg Hawler Motorcycle Transport, LLC (https://www.hawghawler.net/) 		Available for pre-arranged local towing (Leander).
Insurance options	<ul style="list-style-type: none"> • Some motorcycle insurance policies will cover towing with a small addition to the monthly premium. 	Low	
A club member or friend rides, hauls or stores the motorcycle	<ul style="list-style-type: none"> • Some VFW motorcycle clubs in Texas include a support vehicle, called a SAG-Wagon, for every 20 motorcycles on organized rides. The goal is to make that standard practice for all VFW units in Texas. • “Someone else will ride the motorcycle home. Or we will have another [club] member come and pick up the bike with a trailer.” • “We’ve had several couples come and take the class where the wife is learning how to ride solely to be a designated rider if needed.” 	Low to medium	Must plan in advance; potential liability issues

Options	Examples	Costs/Cost Level	Challenges/ Considerations
Provide a safe place for the rider/ motorcycle overnight	"We set up tents at events for intoxicated riders to sleep it off."	Low to none	Must plan in advance
Provide a safe place for rider/ motorcycle overnight (continued)	Wisconsin's Project Green-Yellow-Red impaired-riding prevention campaign provided lockable portable shelters to taverns that participated in the campaign's safe ride home program so that riders who took alternate rides home could safely store their motorcycles overnight. During the first two years of the program (2006–2007), a total of 85 bikes were stored in these portable shelters. (https://www.nhtsa.gov/sites/nhtsa.gov/files/811095-gyr.pdf)	Variable	Not yet organized in Texas; potential liability issues
Nonprofit/ volunteer motorcycle transport service	Motorcycle Dial a Ride , established in Minnesota in 1990, is a nonprofit organization that provides free, safe transportation for riders and their motorcycles. The program is supported by businesses; American Bikers for Awareness, Training and Education of Minnesota and other motorcycle organizations; and a statewide network of volunteers. (https://www.facebook.com/motorcycledialaride/)	No cost to user; medium to high to organize and maintain	Not yet organized in Texas Legal and financial steps to set up a nonprofit organization Challenging to recruit and organize volunteers statewide.

Testimonials from Texas Riders:

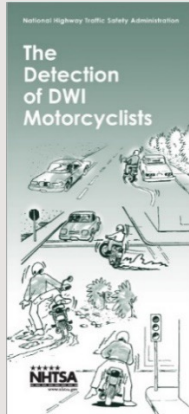
"We're always willing to do this, for any reason."

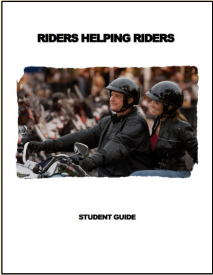
"Do it! It saves a lot of maiming, deaths and heartache."

"It is simple logistics. Have a plan for this type of logistical consideration prior to stepping off on a ride."

Alcohol Awareness and Peer Intervention Training

Recognizing when another rider is impaired can be challenging. Deciding to speak up and even take steps to keep that rider from getting on a motorcycle is even harder. The following programs and guidebooks are available to clubs and to individuals who are interested in learning more about the signs of impairment and ways to intervene when needed to protect another rider.

Options	Examples	Costs/Cost Level
Alcohol awareness training	Texas AgriLife's Watch UR BAC program offers education classes about impaired riding (https://watchurbac.tamu.edu/).	Free of charge
Alcohol awareness training	<p>MSF offers kits for alcohol awareness and marijuana awareness training. The kits include facilitator's guides, videos, advertising materials, and interactive tools including goggles that simulate the visual effects of alcohol or marijuana impairment.</p> <ul style="list-style-type: none"> Riding Straight — Alcohol Awareness https://store.msf-usa.org/Store/MoreDetails.aspx?pid=137 Riding Straight — Marijuana Awareness https://store.msf-usa.org/Store/MoreDetails.aspx?pid=142 	<p>\$179 for alcohol awareness kit</p> <p>\$379 for marijuana awareness kit</p>
Alcohol awareness training	<p>The Detection of DWI Motorcyclists, published by NHTSA, is a downloadable guide to detecting signs of impairment in motorcycle riders</p> <p>https://www.nhtsa.gov/sites/nhtsa.gov/files/4277-motorcyclists_web.pdf.</p>	 <p>Free download</p>

Options	Examples		Costs/Cost Level	Challenges/ Considerations
Peer intervention training	<p>The Riders Helping Riders Student Guide, developed in South Carolina, is available for download from NHTSA's website (https://www.nhtsa.gov/sites/nhtsa.gov/files/810908.pdf).</p>		Free download	Discomfort/risk of intervening

Testimonials from Texas Riders:



"We rely on the 'I am my brother's keeper' concept. It is mutually understood that we take care of each other and will intervene any time a member is endangering himself."


"Do what you have to do to prevent a person from getting on two wheels impaired; you can deal with the consequences later. A life saved is worth it."

"If they really understood the effects of alcohol, more people would be willing to intervene. Speaking up may not save that rider that day, but other riders around you may have heard you, and over time that will help to change the culture."

Outreach Materials and Activities

Motorcycle clubs, dealerships, and other motorcycle-related businesses and organizations can be powerful channels for outreach to riders about the risks of impaired riding. The following is a list of some available and historical online and print materials, as well as demonstrations and interactive activities for events.

Options	Examples	Costs/Cost Level	Challenges/ Considerations
Print and online materials	<p>Outreach materials are included with this tool kit and are free for sharing and download.</p> <ul style="list-style-type: none">• Videos• Print/online materials https://www.looklearnlive.org/safety/preventing-impaired-riding/	No cost for materials or shipping	
Print and online materials	<p>Texas AgriLife’s Watch UR BAC campaign has created and printed an Impaired Motorcycling Awareness brochure that can be distributed to organizations and businesses and at community events in Texas (https://watchurbac.tamu.edu/).</p>	No cost for materials or shipping	
Print and online materials	<p>The Look Learn Live “I Ride for Tomorrow” Pledge Card, which includes a commitment to riding sober, is available for download at https://www.looklearnlive.org/resource/texas-i-ride-for-tomorrow-pledge/.</p> <p>A limited number of print copies are available to ship; submit a request at www.looklearnlive.org/contact/.</p>	 <p>The card features a header with the title and a sub-header. Below is a paragraph about the importance of sober riding. It then lists three categories of pledges: RESPONSIBLY, SMART, and SAFE. Each category has several bullet points. At the bottom, there is a section for 'SOBER' with a checkbox and a line for a signature. Logos for TABC and other organizations are at the bottom.</p>	No cost for materials or shipping
Print and online materials	<p>Drinking and Driving Laws: What Motorcyclists Should Know, a booklet published by the Texas Alcoholic Beverage Commission and the Texas Department of Transportation in 2012, is available for download from https://www.2young2drink.com/media/1444/motorcycle-drinking-and-driving-booklet.pdf</p>	 <p>The booklet cover has a dark background with a motorcycle. The title 'Drinking and Driving Laws' is at the top in green. Below it, 'What Motorcyclists Should Know' is in white, followed by 'Ride Sober.' in a smaller font. At the bottom, there is contact information for TABC, including a phone number and website, and a 'See a Life' logo.</p>	Free download

Options	Examples		Costs/Cost Level	Challenges/ Considerations
Print and online materials	<p>NHTSA's "Ride Sober or Get Pulled Over" national impaired-riding campaign (2021) also includes links to other DUI/DWI materials, including education on drug impairment https://www.nhtsa.gov/campaign/ride-sober.</p>	<p>Videos:</p> <ul style="list-style-type: none"> • Cross the Line • Change the Trend <p>Impaired-riding facts and statistics</p> <p>Links to related safety outreach campaigns</p>	Free online	
Print materials (historical)	<p>The "Green-Yellow-Red" motorcycle safety campaign in Wisconsin (2006–2007) featured outreach materials that highlighted the "Green" (ride alcohol free), "Yellow" (drink responsibly, ride responsibly), "Red" (choose to ride another day) decision points for motorcycle riders. Green-Yellow-Red messages were used for flyers, coasters and other print materials. A report about the campaign is available at https://www.nhtsa.gov/sites/nhtsa.gov/files/811095-gyr.pdf.</p>	 <p>Source: Project Green-Yellow-Red, NHTSA, 2007</p>	Report showing examples is a free download	Materials are not available in Texas (and appear to no longer be available in Wisconsin); could be a model for future materials in Texas

Options	Examples		Costs/Cost Level	Challenges/ Considerations
Event-based activities	<p>Texas AgriLife's Watch UR BAC outreach program can bring an impaired-riding simulator to events</p> <p>(best for indoor events) https://watchurbac.tamu.edu/the-dwi-prevention-simulator/.</p>		No cost	Need to request/ schedule in advance
Event-based activities	<p>DIY impaired-riding demonstrations</p> <p>A Harley-Davidson motorcycle dealership/ school is considering an impaired-riding demonstration for course participants, using a JumpStart bike and Fatal Vision "impairment goggles" that simulate several of the effects of alcohol impairment. This could also be an educational demonstration at open houses and events that the dealership sponsors. https://www.fatalvision.com/product/fatal-vision-impairment-goggles/</p>		<p>Jumpstart bike: around \$5,000</p> <p>Fatal Vision impairment goggles start at \$159</p>	Expensive; requires expertise to set up/ transport; JumpStart bikes are manufactured for and sold only to Harley-Davidson dealers



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Online Version:

