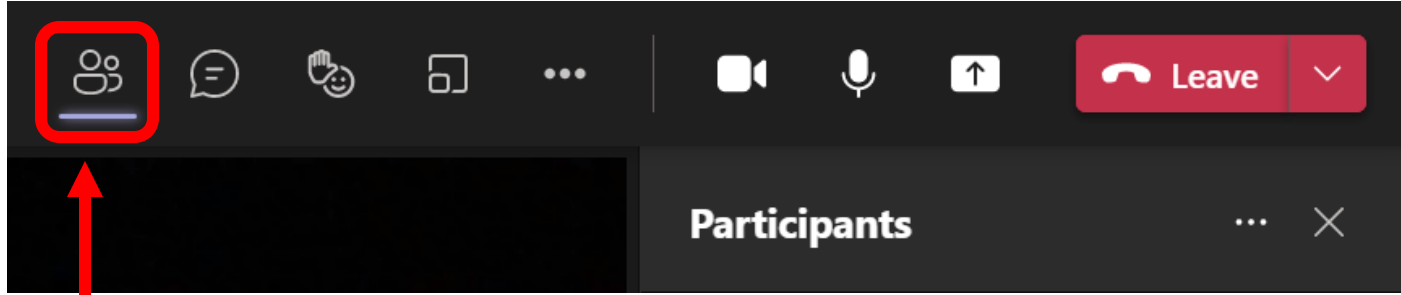


# Using MS Teams

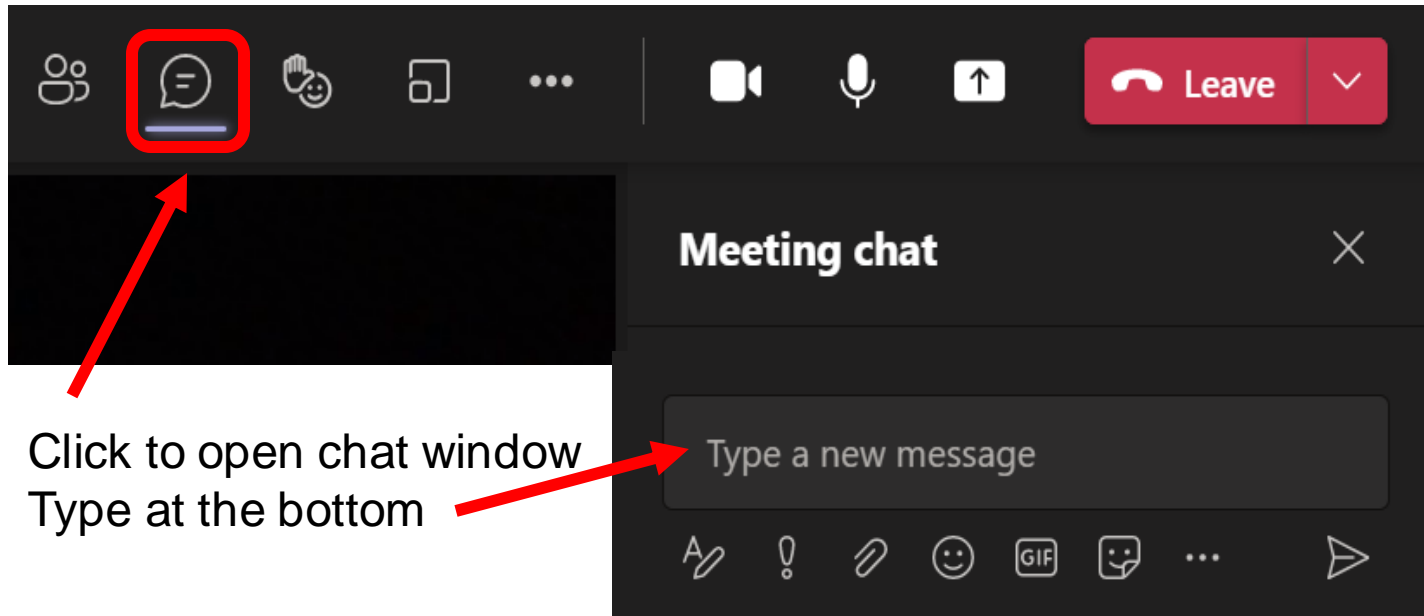


Click to turn on/off your video

Click to turn on/off your mic

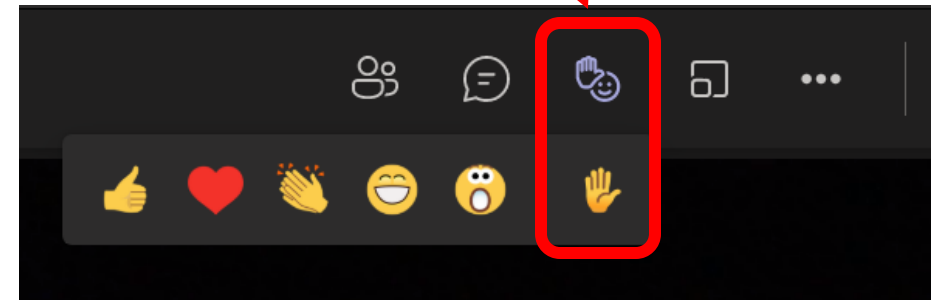


Click to see participants



Click to open chat window  
Type at the bottom

Click to Raise your hand or show reactions





Texas Motorcycle Safety  
Coalition Quarterly Meeting

March 31, 2023

1:30 pm – 4:00 pm



# Agenda

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- Opening Remarks & Introductions
- Task Force update
- Data to Drive Safety
- BREAK
- STOP Impaired Riding Toolkit
- Announcements
- Open Forum
- Adjourn



# Welcome!

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## *What is the TMSC?*

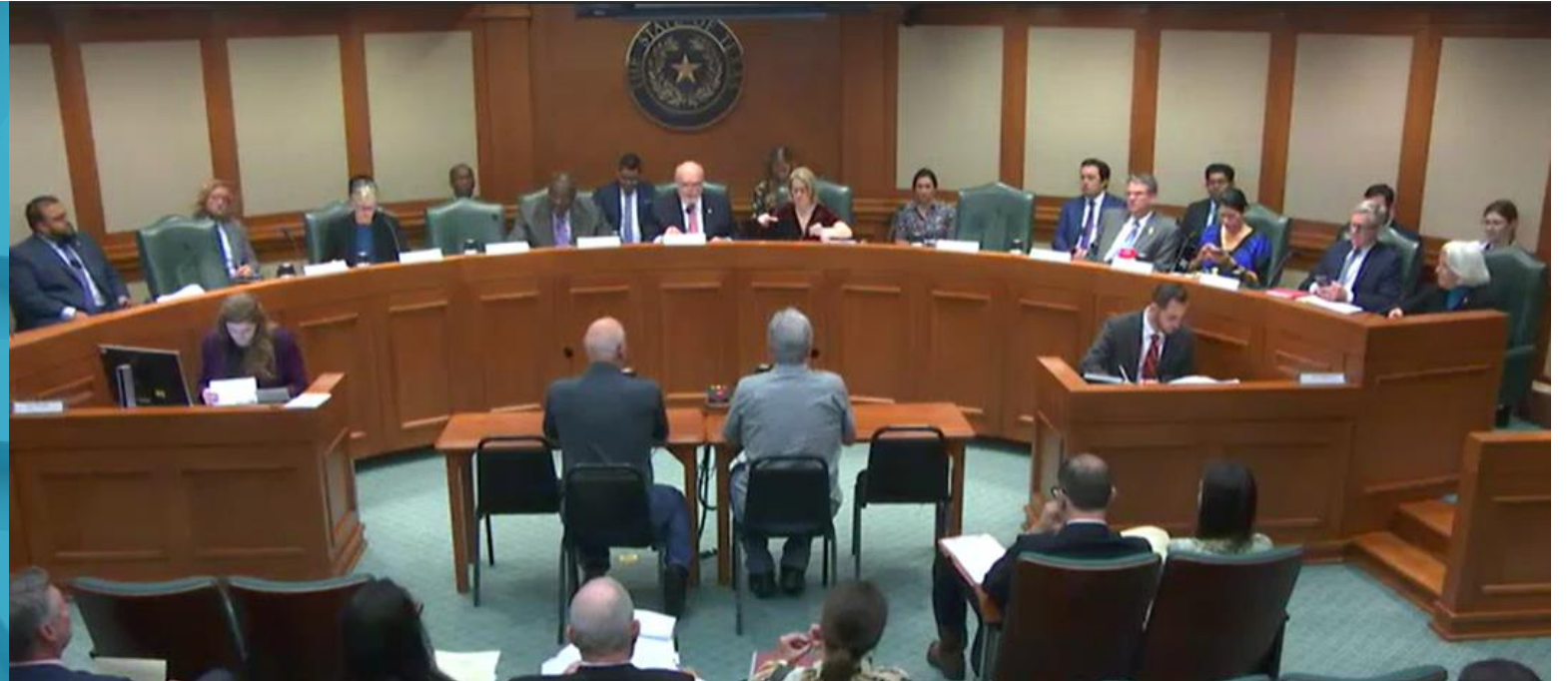
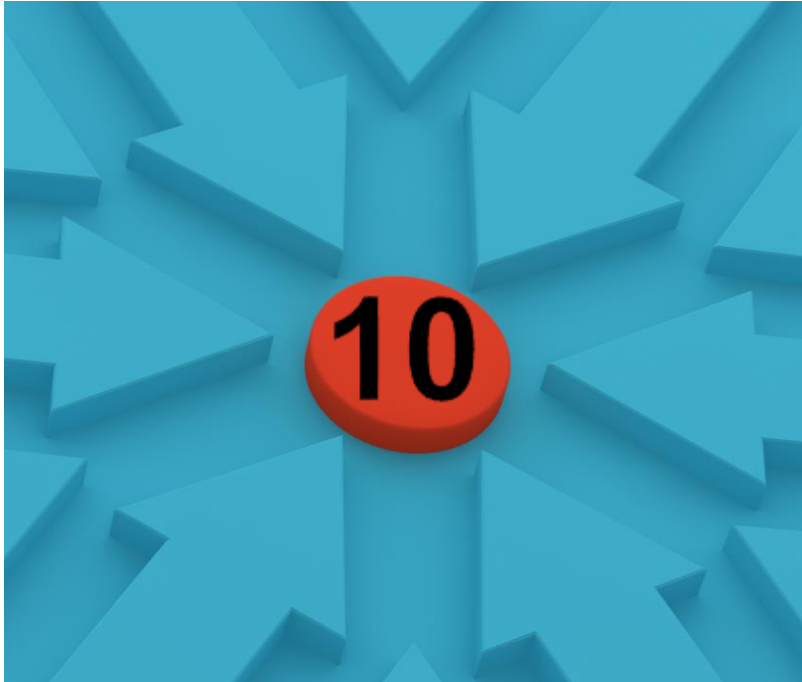
The mission of the Texas Motorcycle Safety Coalition (TMSC) is to reduce rider fatalities and serious injuries resulting from crashes involving motorcycles in Texas.



- Name:
- Where you are from:
- Why motorcycle safety is important to you:



# Task Force update



Next meeting:

- Agenda by mid-May
- Held by June 9th

The 88<sup>th</sup> Regular Legislative Session  
Senate Transportation Committee  
March 22, 2023



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# Data to Drive Safety

Cody Stewart

Associate Transportation Researcher

Center for Alcohol and Drug Education Studies



# Break

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15.00

Start Stop Reset mins: 15 secs: 0 type:

None ▾

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped



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# STOP Impaired Riding Toolkit

Laura Higgins

Associate Research Scientist

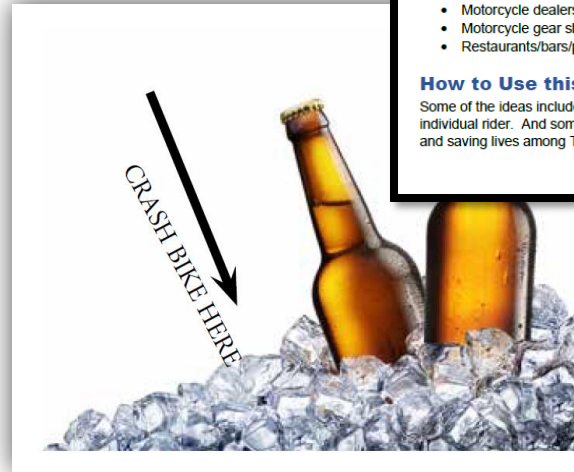
Center for Transportation Safety





# Last Year...

- We showed you early drafts:
  - Tool Kit
  - Outreach messages/graphics
- You provided great feedback and suggestions!



## Motorcycle Stakeholder Toolkit for Preventing Impaired Riding

### Introduction

Drinking and riding was a factor in over a third of all motorcycle fatalities from 2012-2020. 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 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 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 toolkit 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 Toolkit For?

- Motorcycle clubs
- Event/ride organizers
- Motorcycle dealerships
- Motorcycle gear shops
- Restaurants/bars/pubs

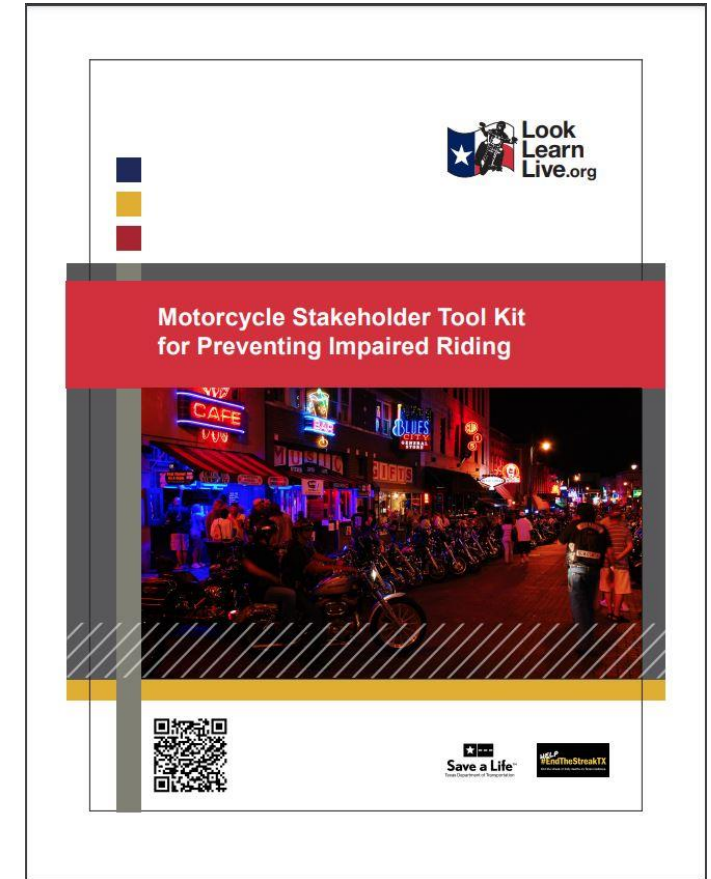
### How to Use this Toolkit

Some of the ideas included in this toolkit 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.



# Tool Kit (FY22 Version)

- Printed copies available!
- Available for download online:



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



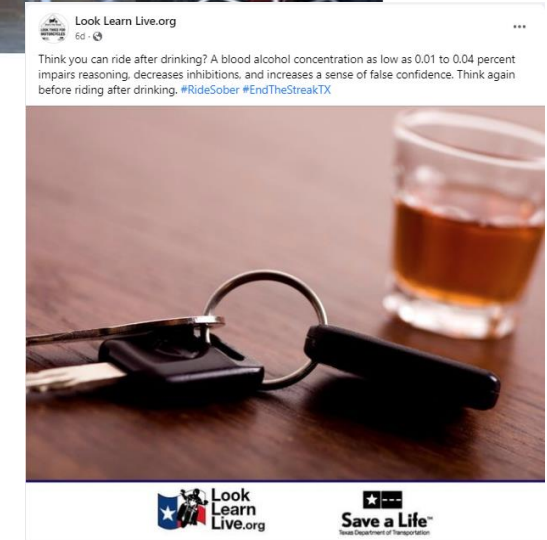
# 2022 Videos and Social Media

- Videos
  - "Chris's Story"
  - "Drink. Ride. Consequences."

<https://www.youtube.com/watch?v=Y0SvI086Jf0>



- Social media graphics



# 2023 Planned Videos

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- "Sober Driver"
- "How Does Alcohol Affect Riding?"
- "Culture and Community" - *looking for spokespeople!*
- "Leading by Example" - *looking for spokespeople!*



# 2023 Planned Graphics

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- **Three new graphic designs**
  - Printed materials and/or online
  - Ideas from stakeholders:
    - Stand-up banners for events
    - Printed paper coasters
    - Flyers with local towing assistance
    - Kickstand coasters, koozies, etc. (would need outside funding)
    - Poll questions on social media
- *Any other printed/online ideas?*



# 2023 Tool Kit Updates

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- More towing company listings – *your input needed!*
- Info/laws for free/BYOB alcohol at events
- Examples of peer intervention techniques – *your input needed!*
- Update on insurance policies and towing/roadside assistance
- *What else?*



# Announcements: TMSC Meeting Topics and Dates

## Date

August 17, 2023

In-person/hybrid?

What do you want to hear more about?



# Announcements: Events and Outreach

## Look Learn Live booth Events

- Lone Star Rally, Nov. 3-6
- Central Texas Toy Run, Dec. 4
- Houston RV Show, Feb. 8-11
- EarthX 2023, Apr. 19-23



## TxDOT Strategic Communities

Update your contact information.

## TxDOT Traffic Safety Specialists

Do you know your TxDOT District?  
District Traffic Safety Coalitions.

## Order Outreach Materials

Have a local event/meeting?  
Email: [c-brooks@tti.tamu.edu](mailto:c-brooks@tti.tamu.edu)





# Open Forum

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Texas Motorcycle Safety  
Coalition Quarterly Meeting  
Adjourn

