

# Unlicensed to Ride:

Encouraging Riders to Get Training

Texas Motorcycle Safety Forum |  
April 2023

# What's the Problem in Texas?



There were  
**535** motorcycle  
operator fatalities  
in 2022



47%

No Helmet



44%

Impaired



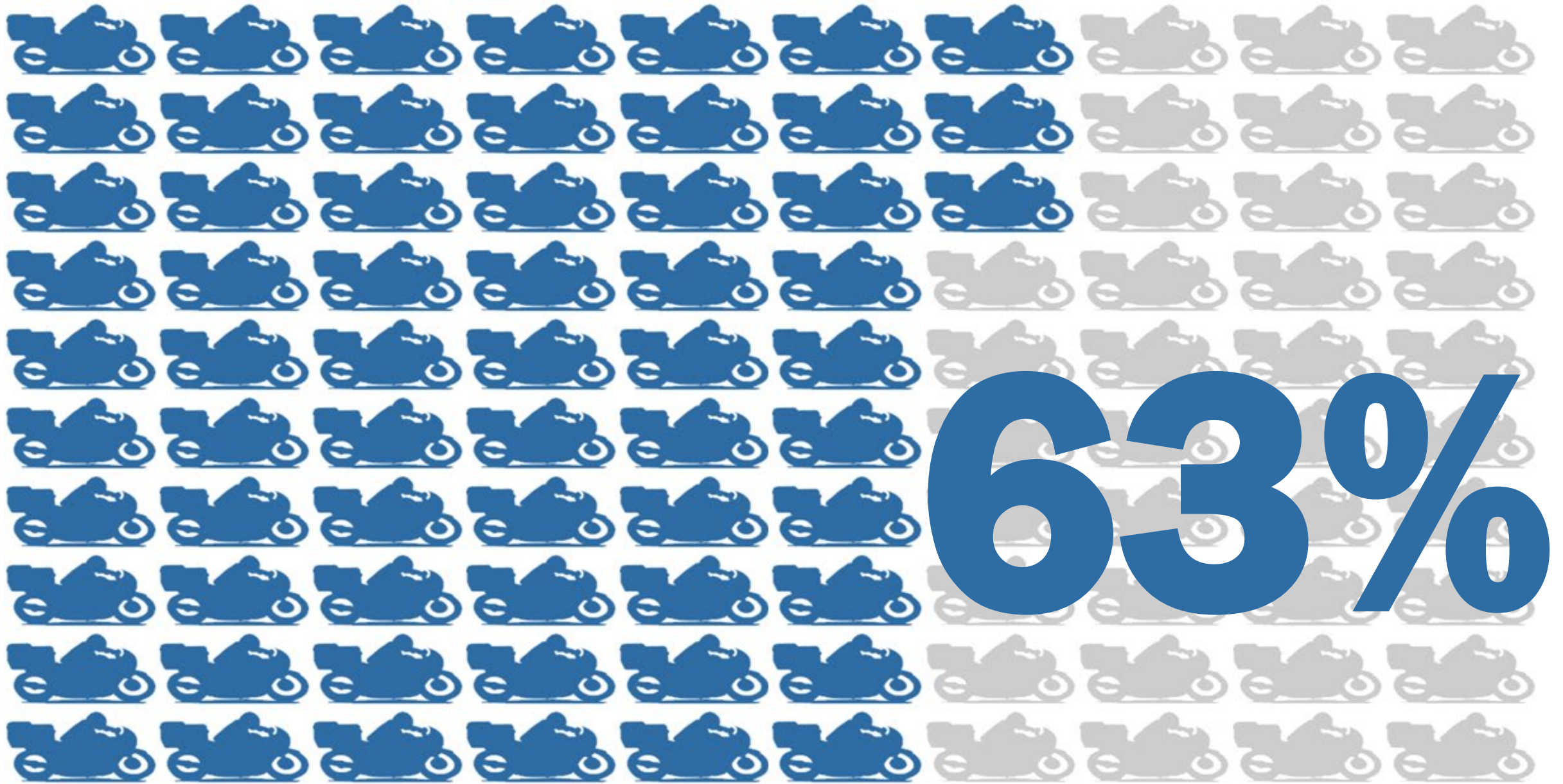
**.163 g/dL**

**Average BAC**



**318**

were unlicensed  
at the time  
of the crash  
in 2021





**16%** of drivers  
killed in crashes in TX  
were **unlicensed**  
in 2022



# What Can Help?



# Project Goal

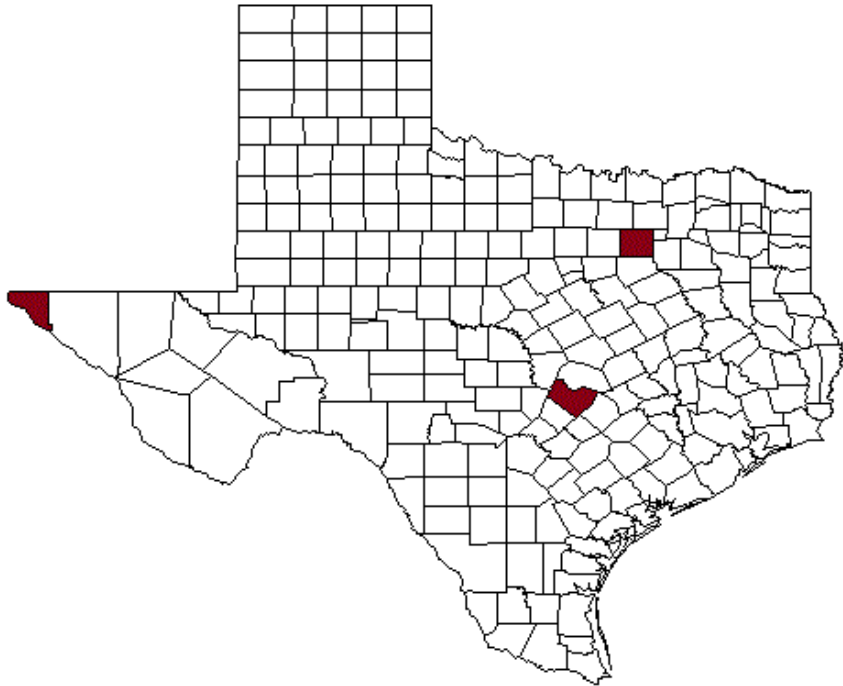
To encourage more riders to complete motorcycle safety training and continue promoting a culture of rider safety in Texas.



# 2019 Project Activities

- Interview other states
- Surveys
- Focus Groups

# 2019 Focus Groups



Motivators



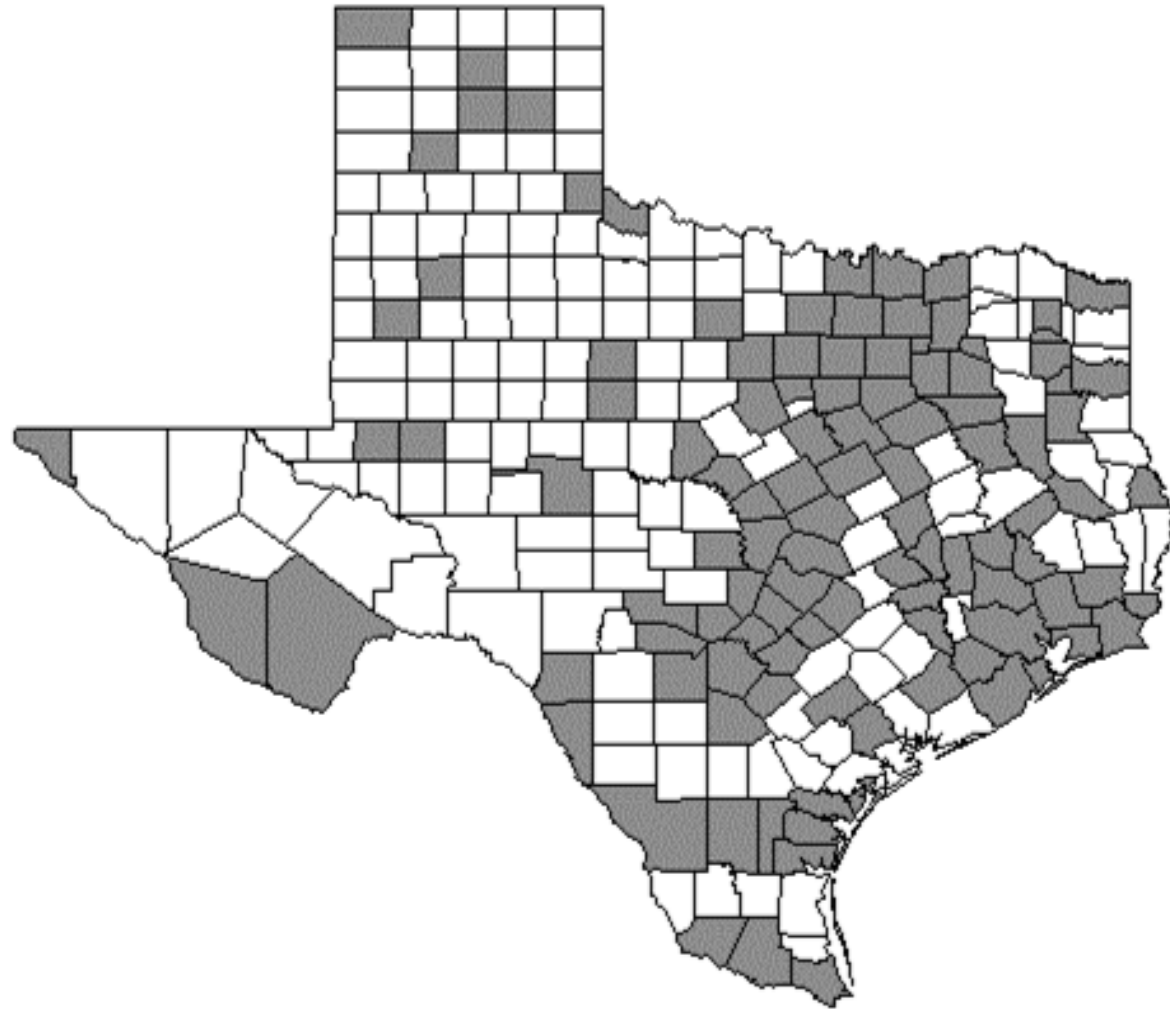
Inhibitors



# Calling All Riders!

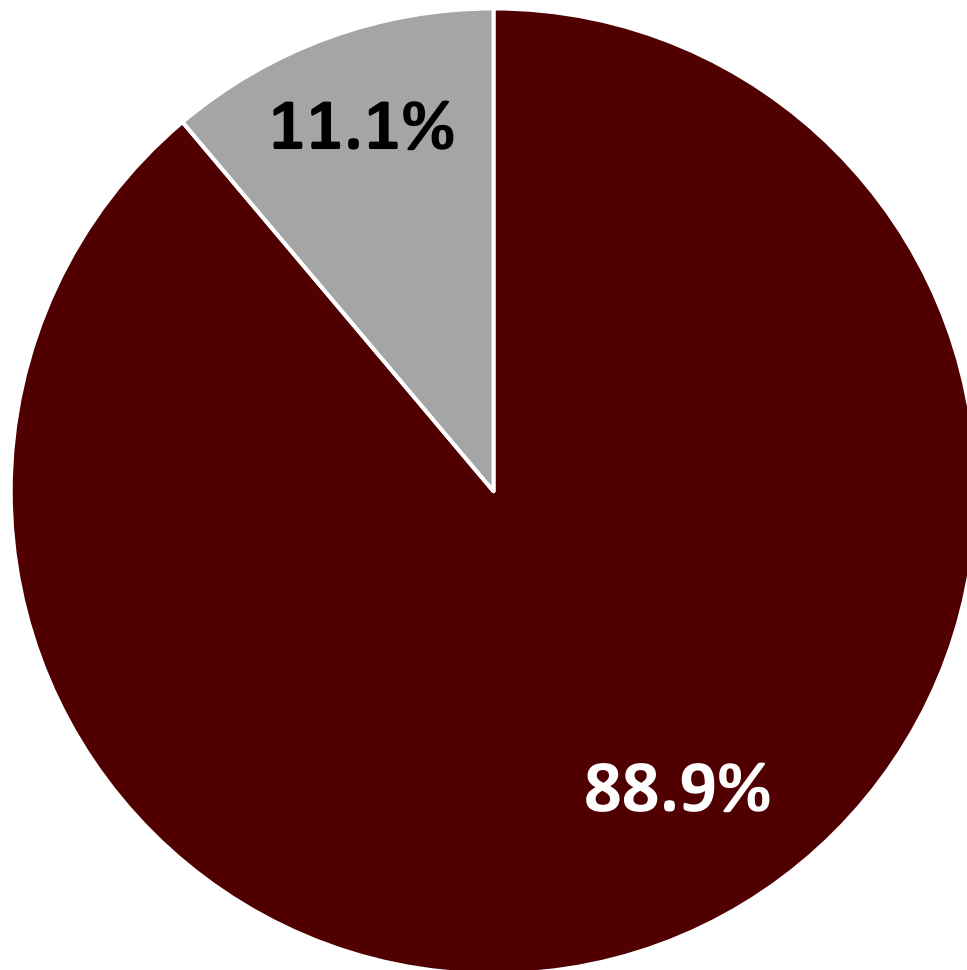
TAKE OUR SURVEY





# Do You Have Class M?



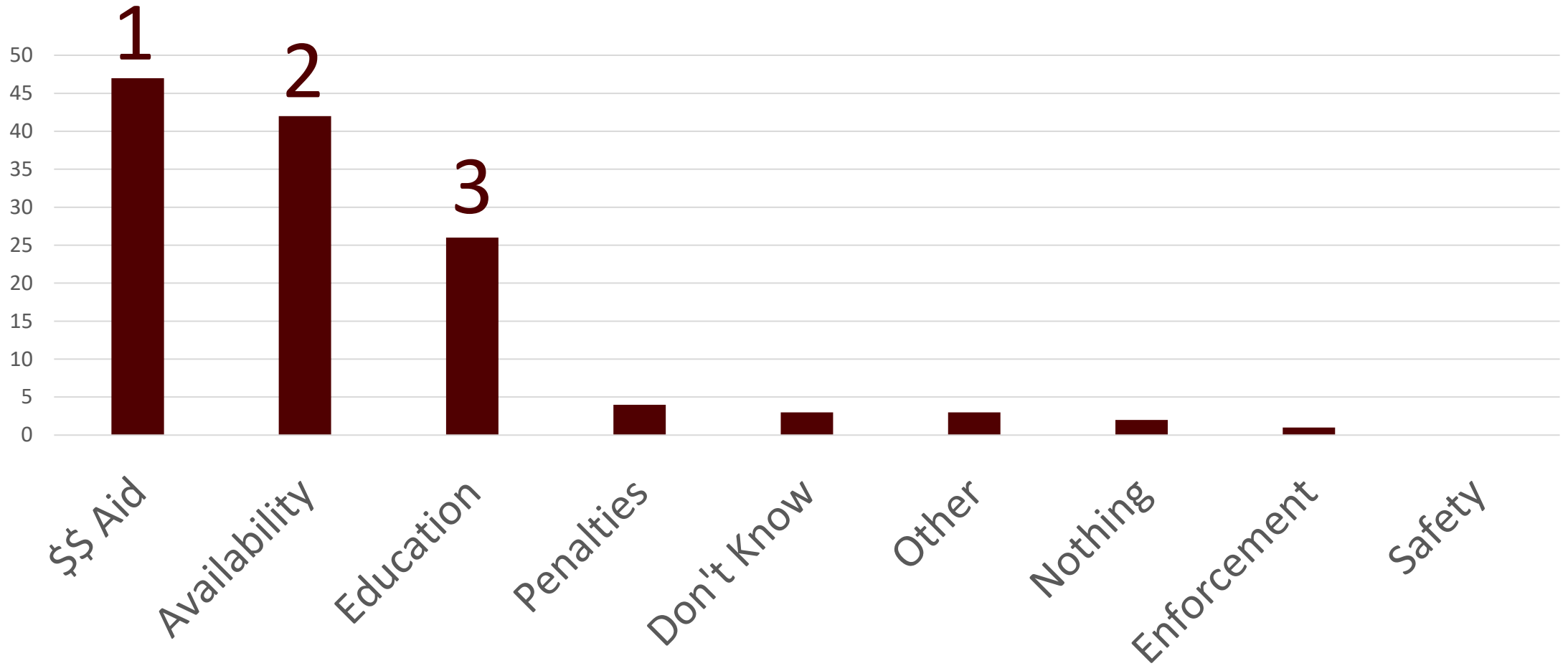


■ Class M   ■ No Class M

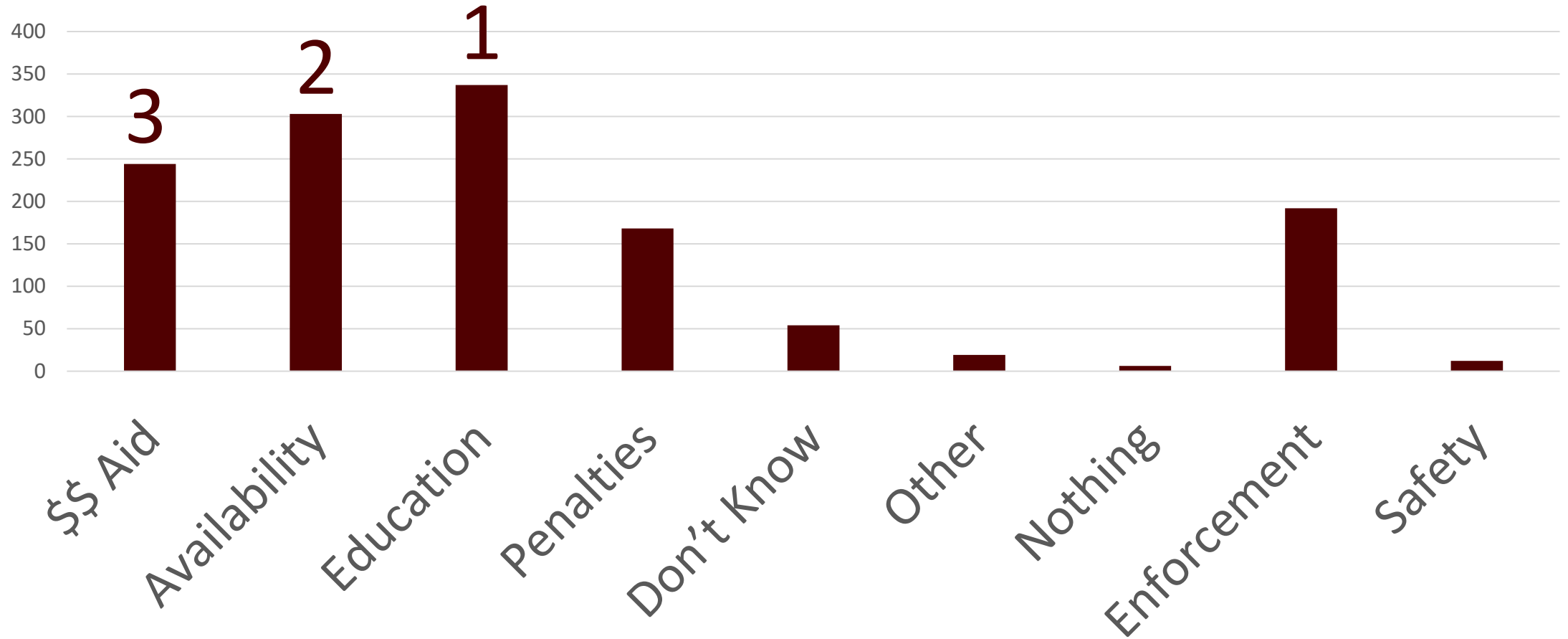


# Factors that Would Influence You to Get Class M

# Unlicensed Riders



# Licensed Riders



# Survey Comments

“Actually a motorcycle endorsement is only required if you ride without a lid.”

# Survey Comments

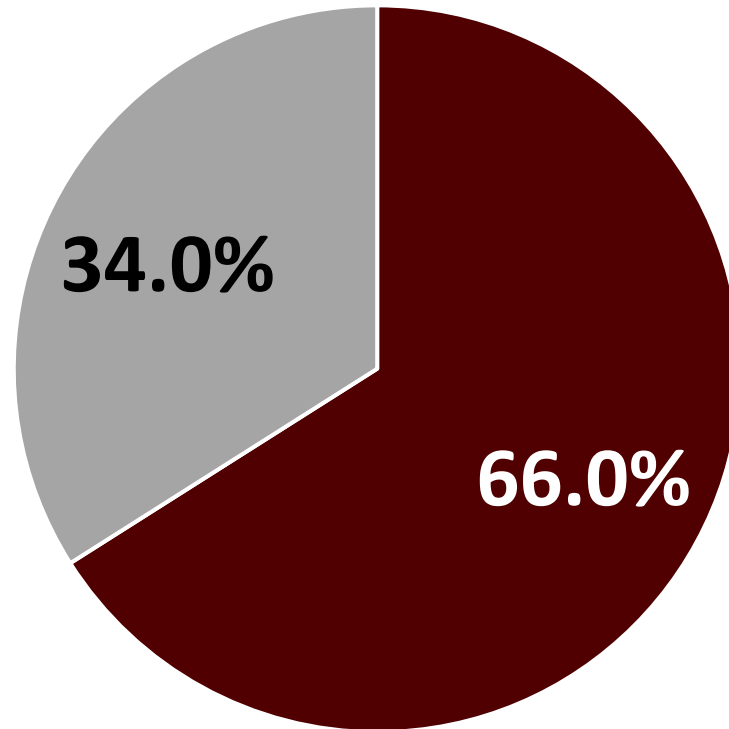
“The process of getting a friend with a motorcycle to the DPS and not knowing that a MC safety course includes a test. That is, hard to arrange schedules for friend, bike and unknown wait at DPS.”

“Mostly we don't get our license because it's a ridiculous waste of time for an experienced motorcyclist to sit through a 6-hour class with a bunch of newbies who are struggling with how to clutch and shift a Honda Rebel.”

# Are You Aware of the Intermediate Safety Courses?

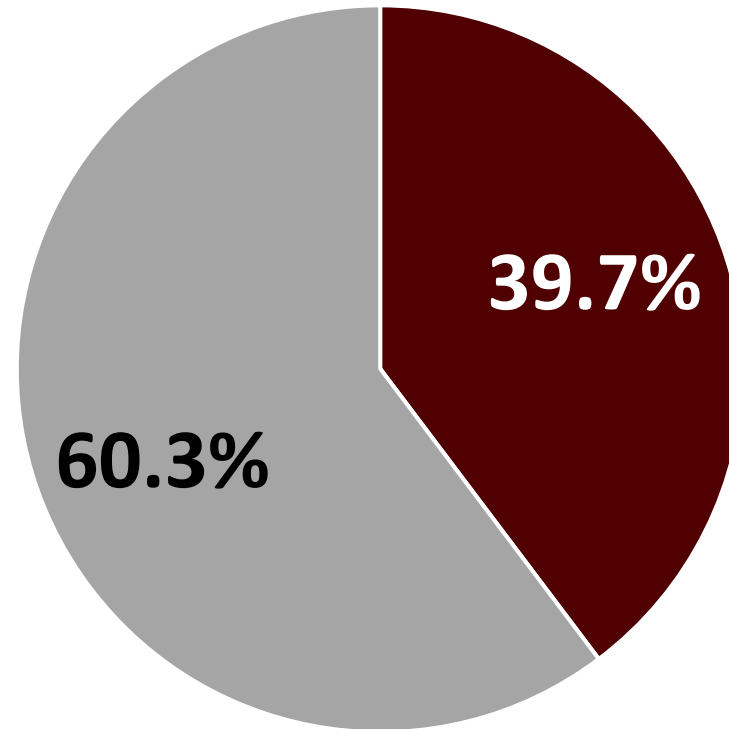


# Licensed TX Riders



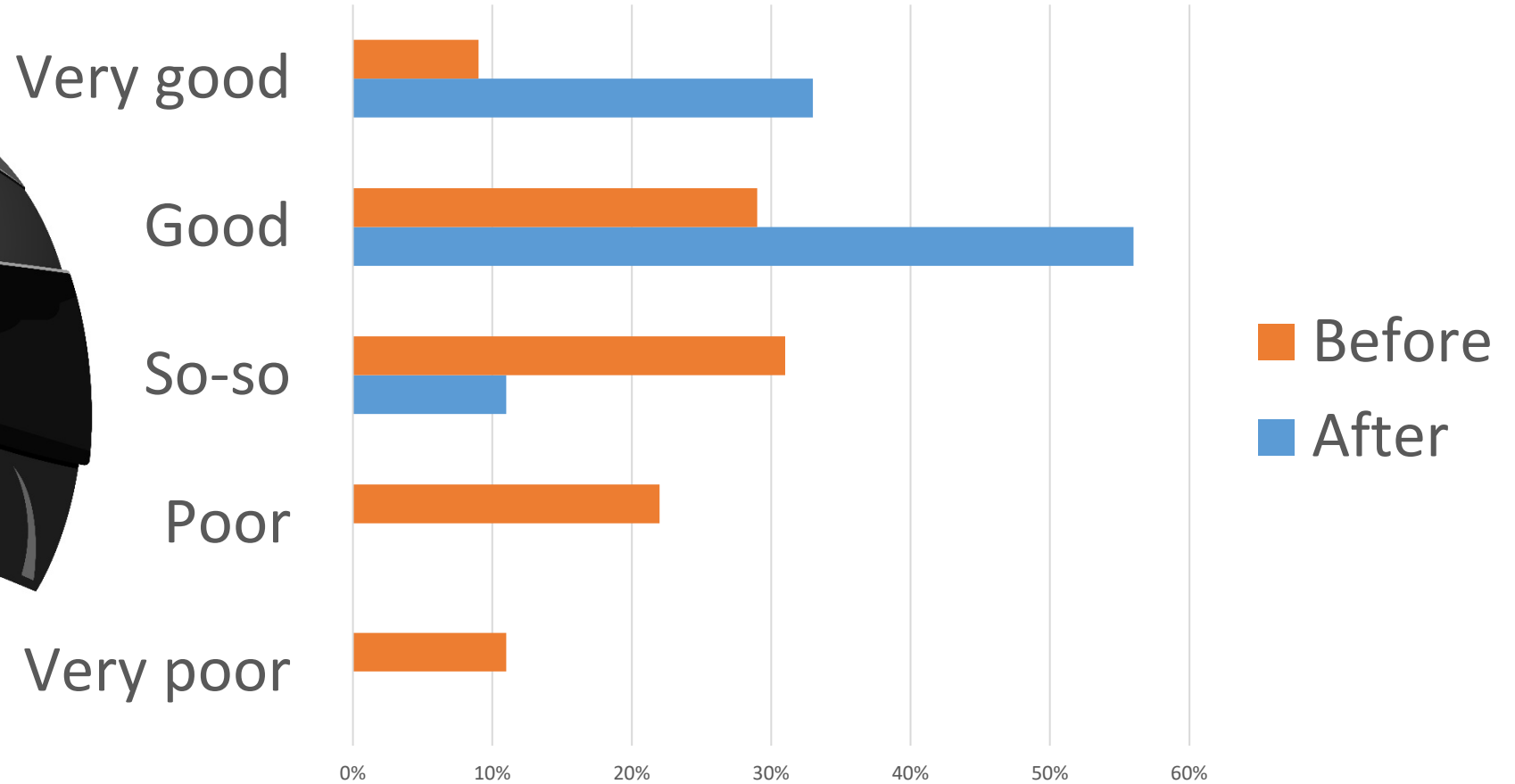
■ Aware of IRC    ■ Unaware of IRC

# Unlicensed TX Riders



■ Aware of IRC    ■ Unaware of IRC

# How would you rate your current motorcycle riding knowledge?

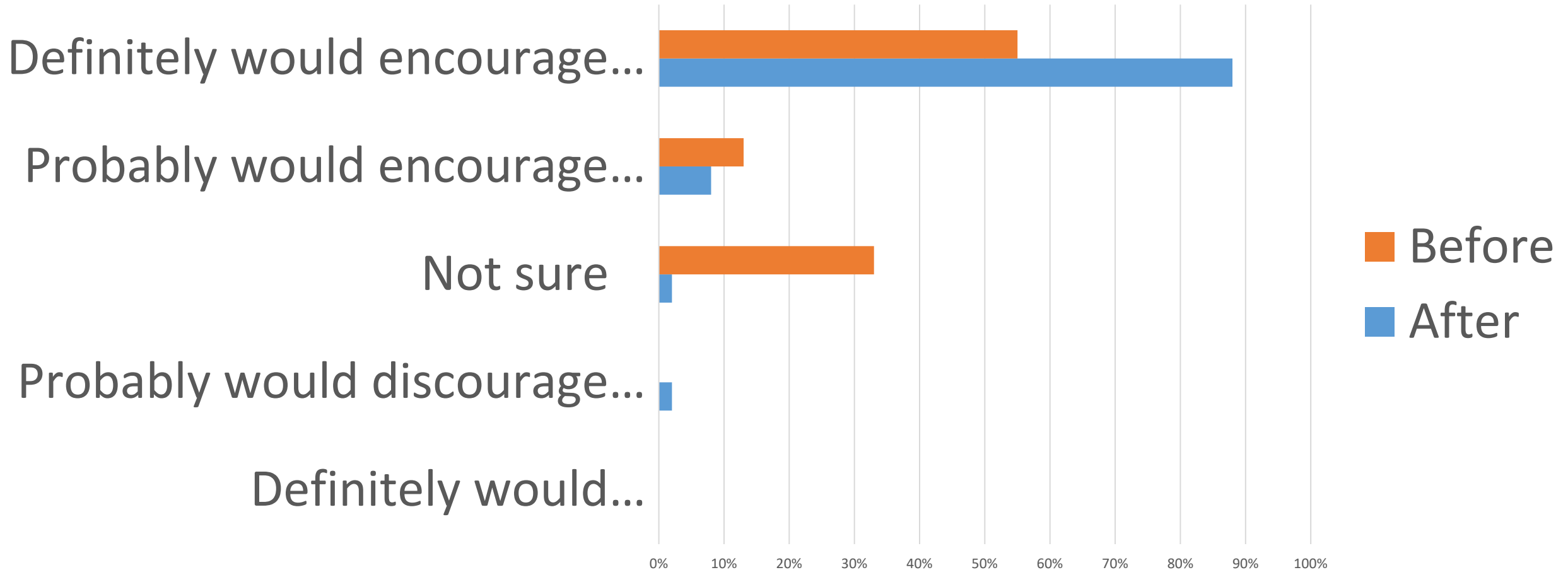


# What can Texas do to better educate motorcyclists about training opportunities?

- Incentives
- Social media marketing
- Motorcycle Dealers
- Promotions
- Reducing costs



# How likely would you be to recommend the course to others who have not yet taken it?

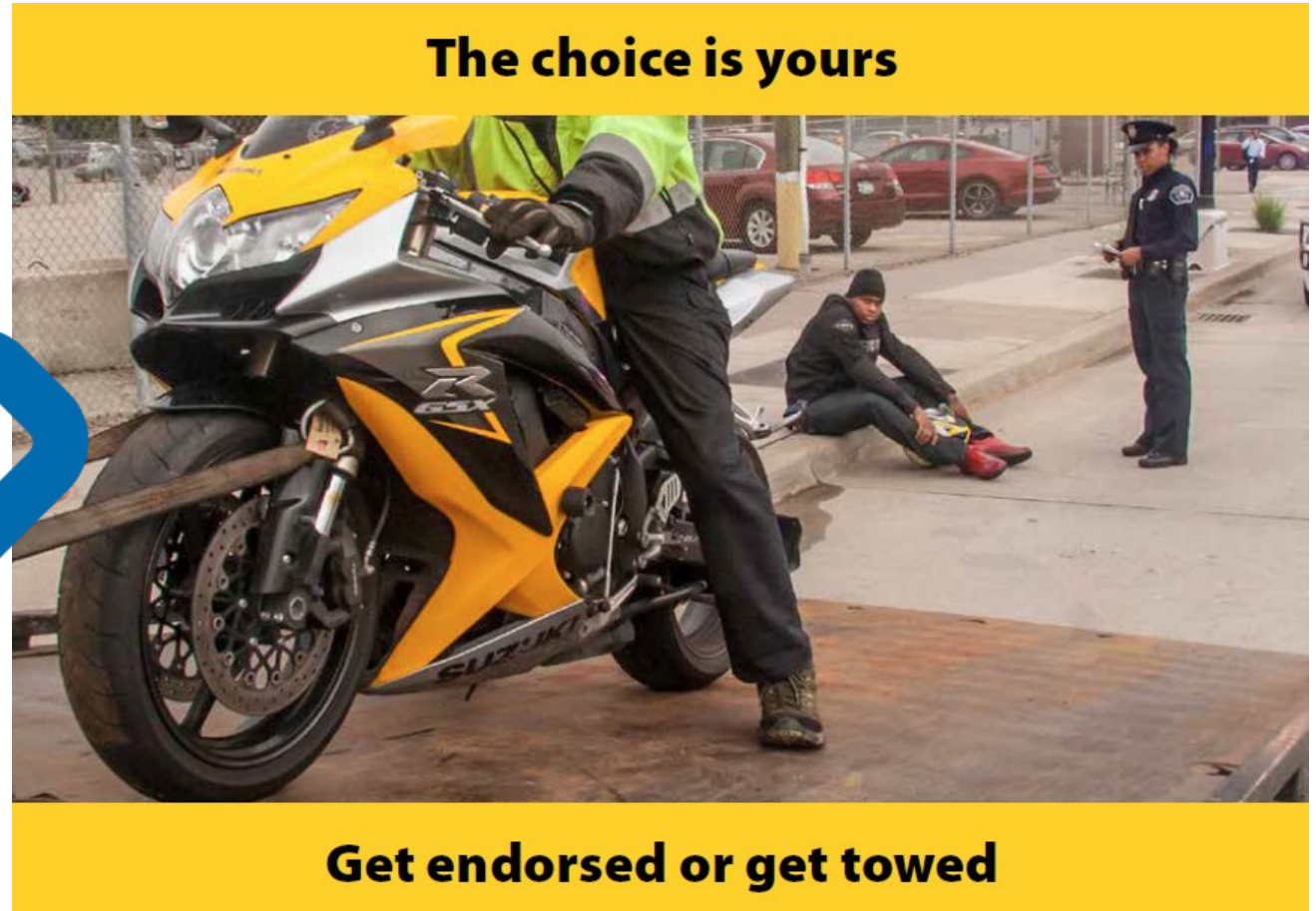


# 2022 Survey – Lessons Learned

- Participants recognized the value of taking the course.
- Course cost and availability can be barriers.
- More information on motorcycle training/licensing would be helpful.



# Data Linkage & Postcards



# 2019-2021 Data Linkage

- TxDMV – Motorcycle registration
  - 339,076 – 2019
  - 367,312 – 2020
  - 341,507 – 2021
- TxDPS – Class M Driver License
  - 1,160,890 – 2019
  - 1,162,011 – 2020
  - 1,184,879 – 2021

The intent behind this data linkage was to identify registrations records that had no link to driver license records. The “unmatched” records.



# DPS Data Cleaning

- Address field split into street address number and street name
  - Street names would sometimes vary, but the numbers were usually accurate across both data bases
- All fields converted to lower case
- Spaces, hyphens, and other symbols were removed from name fields and city
- Family members with the same name & address were reduced to a single record due to linkage difficulty

# DMV Data Cleaning

- Name was split into components (first, middle, last) to better match DPS data
- Names that were obviously out of order were re-ordered
- All fields were converted to lowercase
- Spaces, hyphens, and other symbols were removed from name fields and city

# DMV Data Cleaning - Entities

Table 2: Elimination name and words in the TxDMV data.

Insurance	Dealers, Racing, Rentals	Other Agencies	Trusts	Other
Allstate	Auto	City	Family	American
Casualty	Auto sales	County	Irrevocable	Apple
Dairyland	Auto broker	DFW	Revocable	Bait
Farmers	Big boy	Fire	Trust	Caliente
Fred Loya	Cycle	Fleet	Trst	Capital
Geico	Cycles	Hospital		Cattle Co
Insurance	Champions for Life	Police		Company
Liberty	Ducati	Sheriffs		Concho Valley
Lone Star	Evolution	Texoma		DBA
Mutual	FCG	Transit		Quality
Nationwide	Gold Crowd			Contracting
Progressive	Gold Keg			Equipment
State Farm	Guardian of Harley-Davidson			Finance
	Longhorn			Financial
	Motor			Holdings

# Post Processing

## 2020 Data (from FY21)

- Final number of unmatched records was 70,468 (29%)

## 2021 Data (from FY22)

- Final number of registration records after data cleaning 317,336
- Total number of matched records was 241,812
- Final number of unmatched records was 75,524 (24%)

# Send a postcard



CHECK OUT:

[HTTPS://WWW.TDLR.TEXAS.GOV/MOT/FIND-SCHOOLS.HTM](https://www.tdlr.texas.gov/mot/find-schools.htm)



3135 TAMU  
College Station, TX 77843-3135

**You can't control what other drivers do on the road, but you can control your riding knowledge and skill. Get trained and get licensed.**

Last year, over half the riders killed in motorcycle crashes in Texas were unlicensed. Whether you're new to riding or an experienced rider, there's a course for you to earn your motorcycle license.

**Take control of your safety by taking a motorcycle training course near you at <https://www.tdlr.texas.gov/mot/find-schools.htm>.**

For more information about this safety message, visit [www.looklearnlive.org](http://www.looklearnlive.org)

# FY2021 Mailing Campaign



CHECK OUT:  
[HTTPS://WWW.TDLR.TEXAS.GOV/](https://www.tdlr.texas.gov/)



CHECK OUT:  
[HTTPS://WWW.TDLR.TEXAS.GOV/MOT/FIND-SCHOOLS.HTM](https://www.tdlr.texas.gov/mot/find-schools.htm)



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# FY2022 Mailing Campaign



Enjoy the Ride

FIND A MOTORCYCLE TRAINING COURSE NEAR YOU!

   CHECK OUT: [HTTPS://WWW.TDLR.TEXAS.GOV/MOT/FIND-SCHOOLS.HTM](https://www.tdlr.texas.gov/mot/find-schools.htm)



Live to RIDE

FIND A MOTORCYCLE TRAINING COURSE NEAR YOU!

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Do it for your Loved Ones

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Adventure Awaits

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# FY2020/FY2021 Project Evaluation

- Severely limited with COVID
- Time frame of pulling data was less
- 4,991 postcard recipients from postcards sent in August of 2020 “matched” (meaning received license since 2019 mailout)
- 3,731 postcard recipients from postcards sent in August of 2021 “matched” (meaning received license since 2020 mailout)



# Thank you

## TTI PROJECT TEAM

- Cody Stewart
- Crystal O'Rear
- Eva Ship
- Lingtao Wu
- Ashesh Pant
- Marcie Perez
- Stacey Schnettler
- Jack Wenzel

## CONTINUOUS SUPPORT & FEEDBACK

- Allison Rounsavall, Motorcycle Safety Program Manager, TxDOT
- Texas Motorcycle Safety Coalition (TMSC)

# Contact Information

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