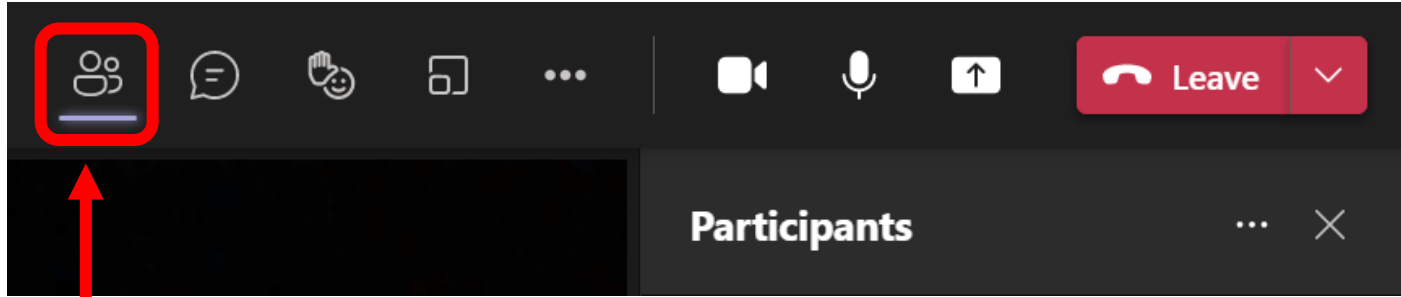


Using MS Teams

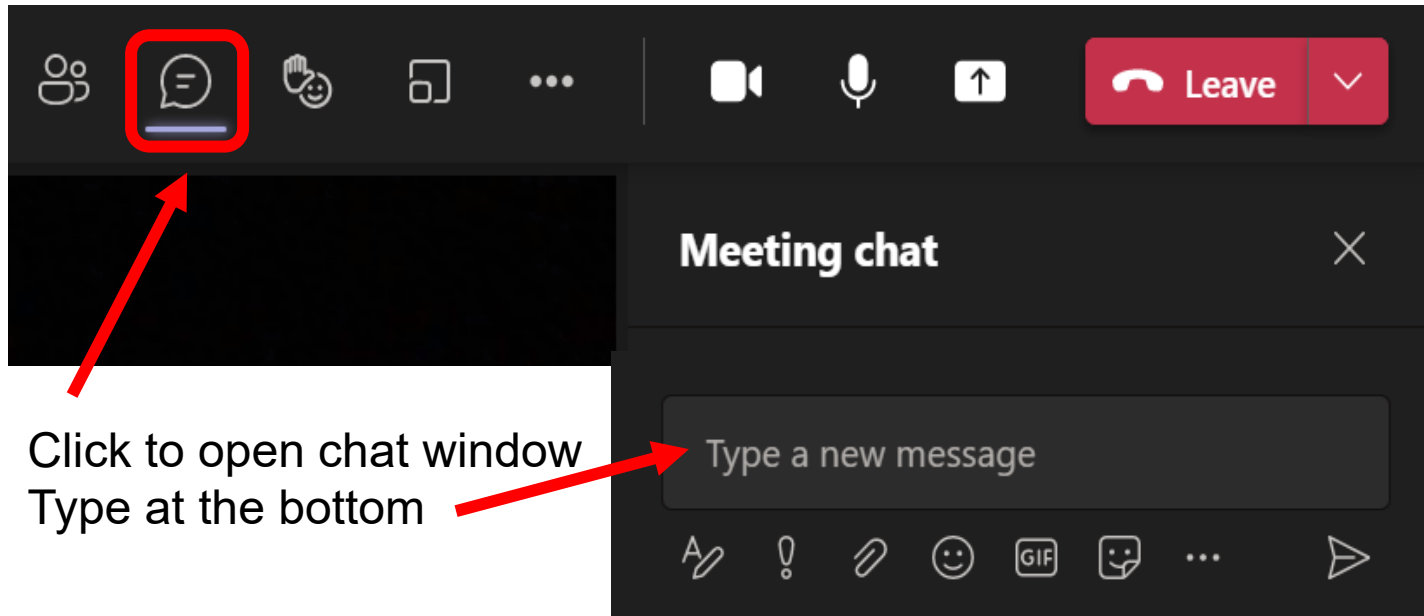


Click to turn on/off your video

Click to turn on/off your mic

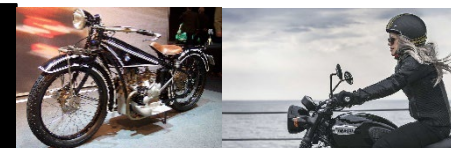
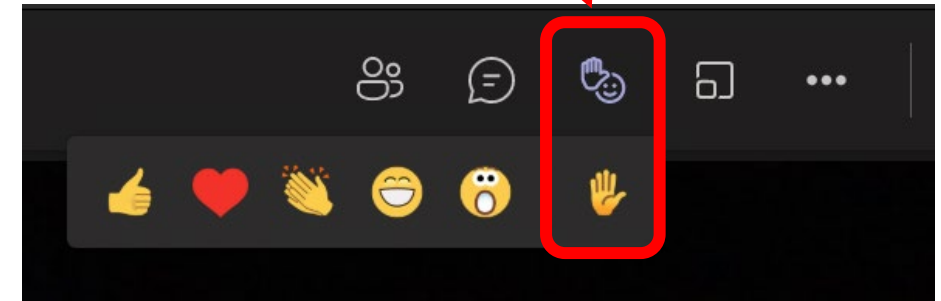


Click to see participants



Click to open chat window
Type at the bottom

Click to Raise your hand or show reactions

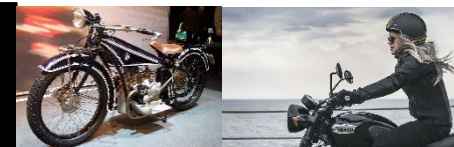




Texas Motorcycle Safety
Coalition Quarterly Meeting

August 17, 2023

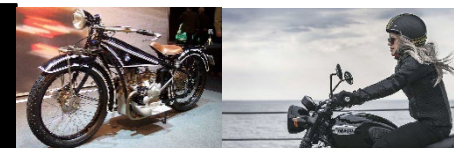
10:00 am – 12:00 pm



Agenda



- Opening Remarks & Introductions
- Task Force update
- "Unlicensed to Ride" update
- BREAK
- Motorcyclist Safety project update
- "Reducing Impaired Riding" update
- Announcements and Open Forum
- Adjourn



Task Force update



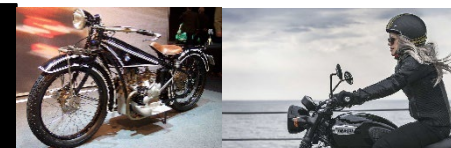
The 88th Regular
Legislative Session

- Lane splitting & Filtering
- Instructor Training
- Safety Inspections

Coming
Soon!



**Initiative Ideas to Improve
Motorcycle Safety in Texas**



Unlicensed to Ride

Cody Stewart

Associate Transportation Researcher

Center for Transportation Safety

Unlicensed to Ride:

Encouraging Riders to Get Training

Texas Motorcycle Safety Coalition
August 2023

What's the Problem in Texas?



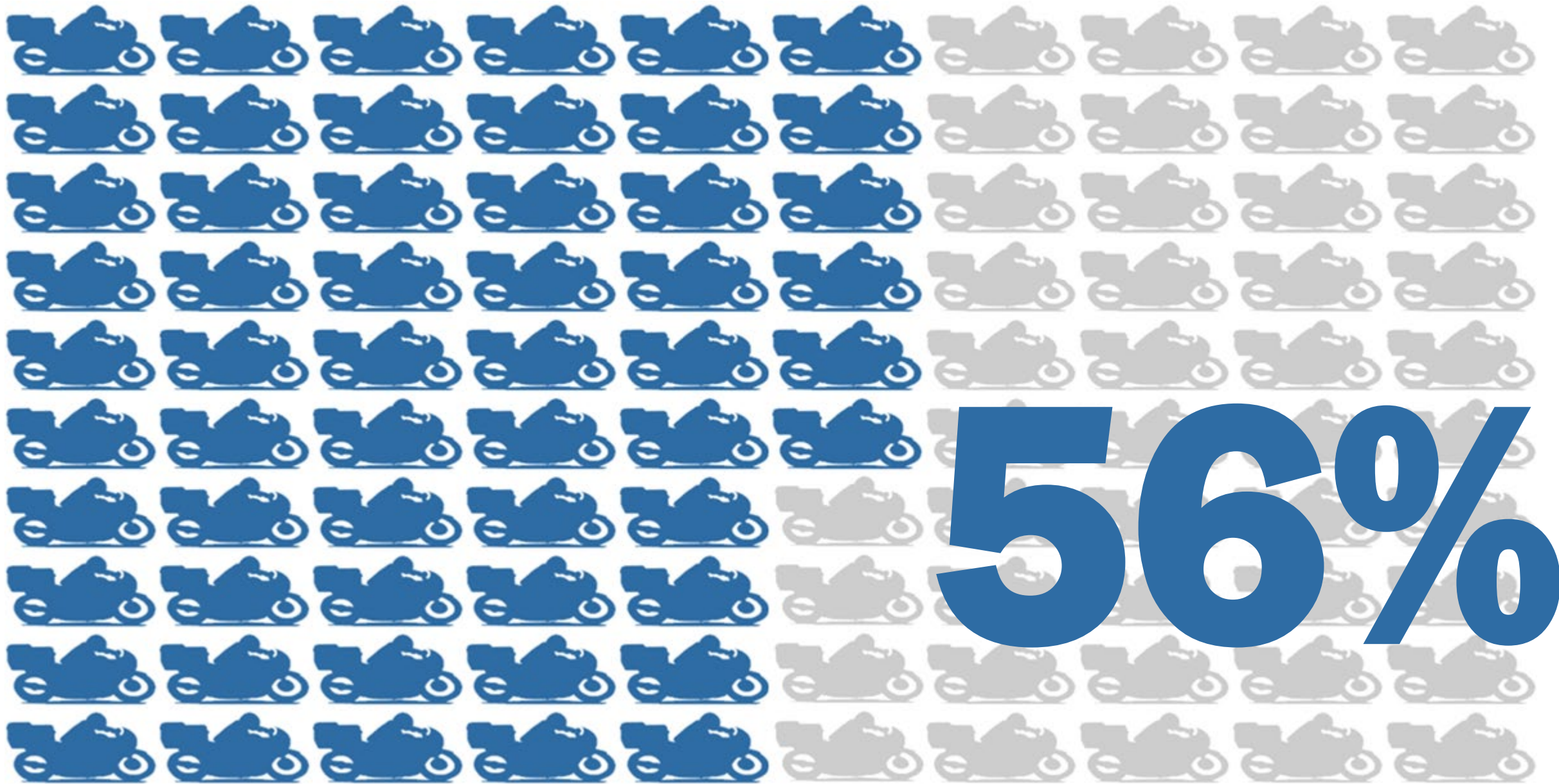


There were
535 motorcycle
operator fatalities
in 2022



297

were unlicensed
at the time
of the crash
in 2022



Percent of unlicensed riders – Fatal crashes



- 56% in 2022
- 63% in 2021
- 54% in 2020

About **16%** of
drivers killed in
crashes in TX
are **unlicensed**



What Can Help?



Project Goal

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



TxDOT Project

- Interviews with States
- Data Analysis
- Focus Groups
- Survey
- Infographics
- Mailing Campaign

Data Linkage & Postcards



2019-2022 Data Linkage

- TxDMV – Motorcycle registration
 - 339,076 – 2019
 - 367,312 – 2020
 - 341,507 – 2021
 - 344,041 – 2022
- TxDPS – Class M Driver License (AM, BM, CM, M)
 - 1,160,890 – 2019
 - 1,162,011 – 2020
 - 1,184,879 – 2021 (#43)
 - 1,071,660 – 2022 (#45)

The intent behind this data linkage was to identify registration records that had no link to driver's 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%)

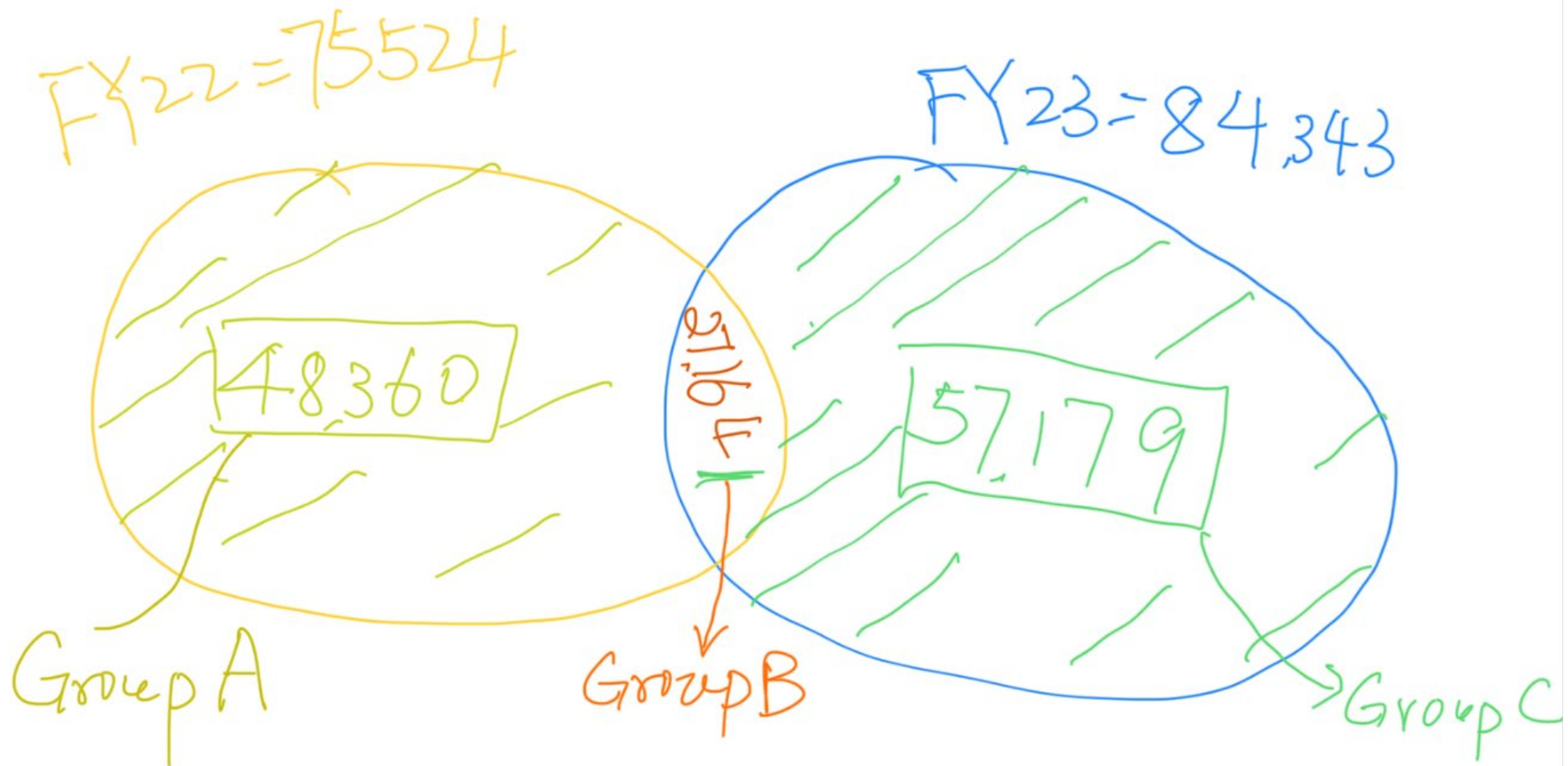
2021 Data (from FY22)

- 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%)

2022 Data (from FY23)

- Final number of unmatched records was 84,343

FY2023 Preliminary Results



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

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)



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

FY2022/23 Mailing Campaign



FIND A MOTORCYCLE TRAINING COURSE NEAR YOU!



Check out: <https://www.tdlr.texas.gov/mot/find-schools.htm>



Check out: <https://www.tdlr.texas.gov/mot/find-schools.htm>



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Check out: <https://www.tdlr.texas.gov/mot/find-schools.htm>



Project Evaluation

- 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)
- FY2023 evaluation underway (also looking at 2020 mailout)
 - Preliminary results: 5,438

Limitations

- Registration was not required during COVID
- Motor Vehicle Records Disclosure Act (2021)
 - Excluded under “motor vehicle or motor vehicle operator safety”
- Data User Agreements
 - Not consistent from year to year, or agency to agency
 - Reduced demographic information
- No baseline
 - We don’t know what the numbers looked like before the study if there was no postcard.
 - In 2019, surcharges on licensing were repealed, affecting 485,000 Texans

FY24 (If funded)

- Develop a centralized location for motorcyclists to find training & licensing information
- Mailing campaign & evaluation
 - Hope to get birthday and/or driver's license number
- Support riders going through training (could use help!)

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, TxDOT Program Manager
- Elizabeth Jones, TxDOT Program Manager

Questions?

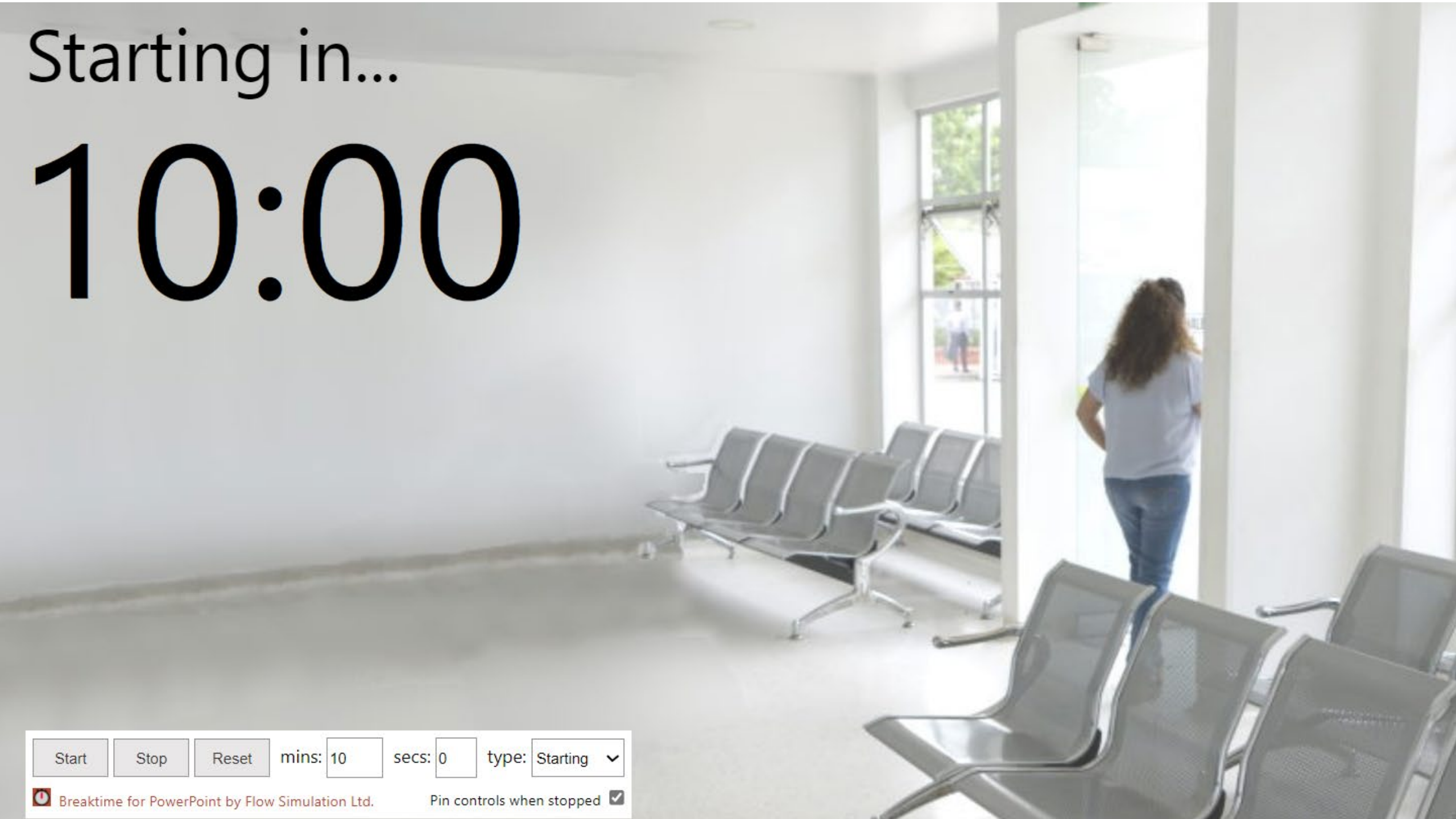
Cody Stewart

Texas A&M Transportation Institute

C-Stewart@tti.tamu.edu

Starting in...

10:00



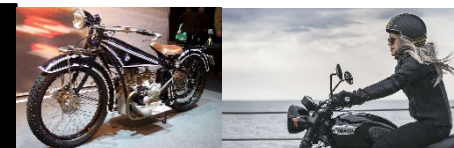
Start Stop Reset mins: 10 secs: 0 type: Starting ▾

Motorist Awareness & Motorcyclist Safety Outreach & Support

Cathy Brooks

Project Specialist

Center for Transportation Safety



Events



Booth at Events

- Lone Star Rally – Galveston
- *Tri-County Toy Run – Temple*
- Houston RV Show – Houston
- EarthX – Dallas
- Ladies in Leather Rally – Beaumont

Materials Provided for Distribution

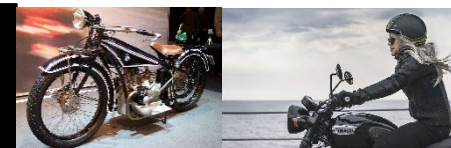
- The Ranch Toy Run – College Station
- TCoC&I – Statewide
- Lady Riders at Plano Kawasaki & Suzuki
- Motorcycle Safety Forum – San Marcos
- Fallen Riders Foundation – Kurten



Materials Distributed

(Ladies in Leather not included)

Coalition Handouts	355	<i>Triangle Helmet Stickers</i>	700
"Gear up" Tip Card	266	<i>Triangle Bumper Stickers</i>	500
"Take the Time" Tip Card	194	Round Stickers (English)	531
"Drink Ride Lose" Tip Card	247	Rectangle Bumper Stickers (Eng)	727
"Riding In Work Zones" Brochure	254	Rectangle Bumper Stickers (Spa)	264
"Look Twice" Tip Card	672	Notepads	418
"#TxIRideForTomorrow" Pledge	214	Activity Books	787
		Decoder Game (Bingo)	1,353
		Eyeglasses	759



2023

TMSFC

TEXAS MOTORCYCLE SAFETY FORUM

Motorcycle Safety – It's No Joke

Attendance:

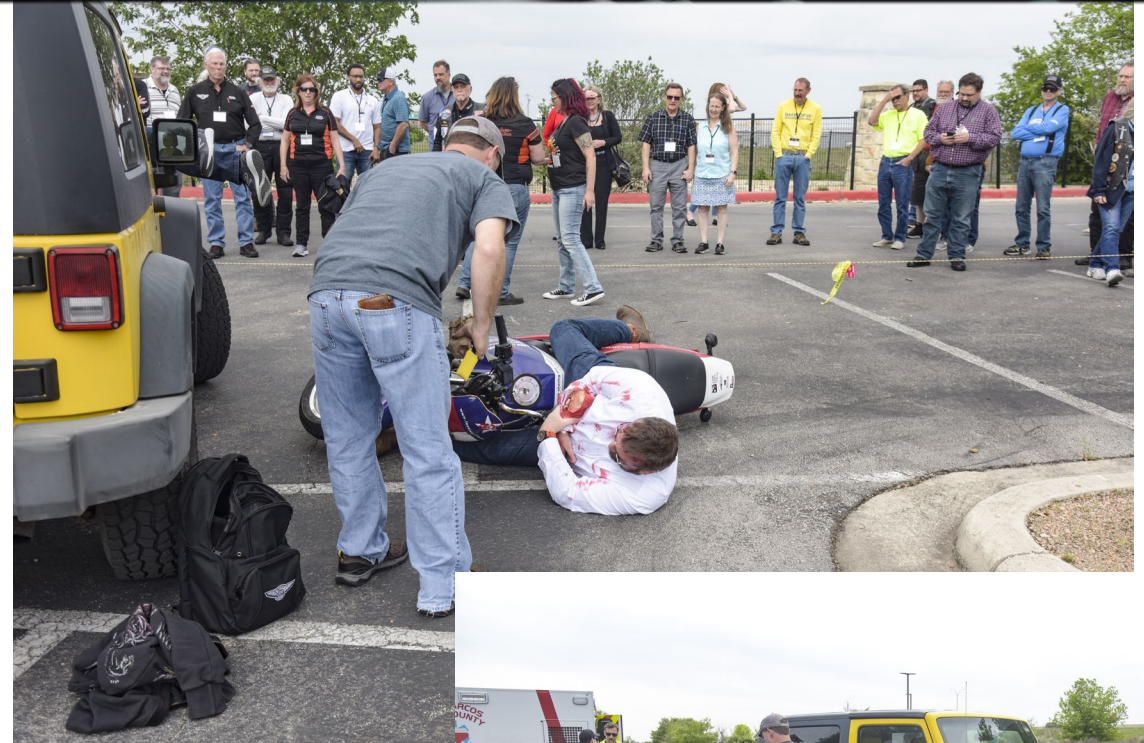
- 105 pre-registered (27% no show)
- 11 registered on site
- 88 attended

Top reasons for attending:

- Learn more about safety topics
- Network/socialize

Most useful – Unlicensed to Ride

Highest rated – Crash Panel



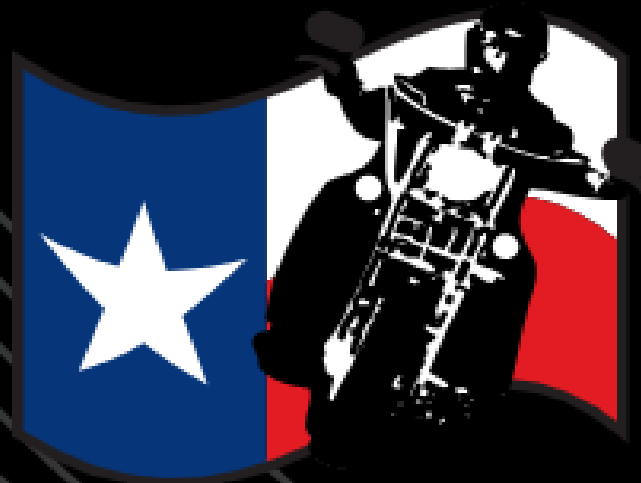
LOOK



[SEE DATA](#)

In 2022, motorcycle crashes took the lives of **564** riders and passengers in Texas.

[About](#) [Routes](#) [Contact](#)



Look Learn Live.org

Social Media

An average of 20 new content posts were generated each month.

Top post:

31 shares, 80 likes and 2,587 reach

- Do you follow Look Learn Live social media?
- Do you comment and share with others?



Look Learn Live.org

Published by Hootsuite · August 1 at 5:30 PM ·

Many factors cause a motorcycle to be missed during a motorist's check for traffic. #Riders, never assume a car driver sees you just because they're looking your way. #Motorists, always #LookTwice.

**RIDERS: NEVER
ASSUME A CAR
DRIVER SEES YOU
JUST BECAUSE
THEY'RE LOOKING
YOUR WAY.**

**MOTORISTS:
ALWAYS LOOK
TWICE.**

TSS Information Sheets




Bryan District Data

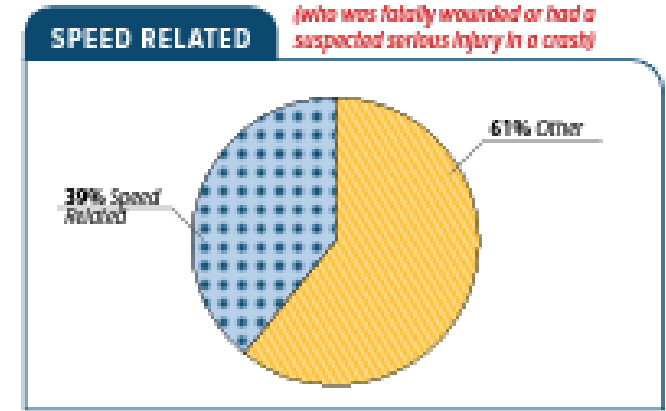
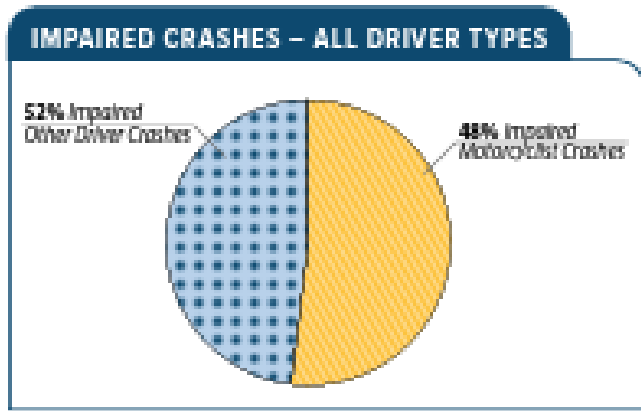
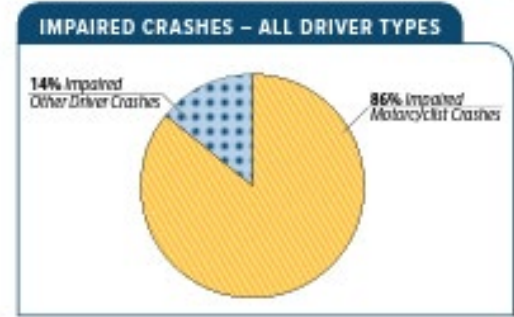
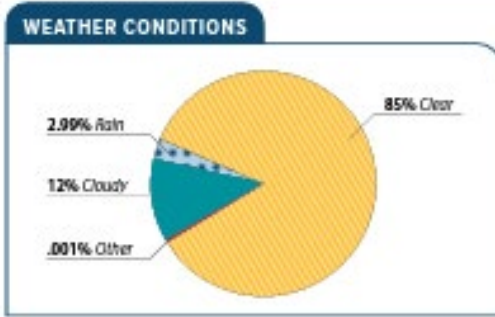
Texas Motorcycle Safety Info Sheet





Count of Crashes by County and Year

County	2016	2017	2018	2019	2020	2021	2022	Total
Brazos	20	23	11	11	19	12	23	119
Grimes	8	13	12	11	12	18	11	85
Walker	8	6	3	5	3	14	12	51
Milam	3	5	4	3	3	7	3	28
Washington	7	2	0	2	6	4	4	25
Leon	3	3	3	0	5	3	3	20
All others	5	9	9	14	10	10	3	60
Total	54	61	42	46	58	68	59	388



Coming in FY24

- National Highway Traffic Safety Administration State Motorcycle Safety Program Assessment
- Motorcyclist Safety Presentations (motorists & riders)
- Presentations to TxDOT Traffic Safety Specialist Coalitions
- Continue:
 - Events to distribute outreach materials
 - Social media and website updates
 - TMSC
 - Task Force (focus on Dealership engagement)



Questions?

Cathy Brooks

C-Brooks@tti.tamu.edu



STOP Impaired Riding Outreach Materials

Laura Higgins

Associate Research Scientist

Center for Transportation Safety



New Materials in FY23 - Videos

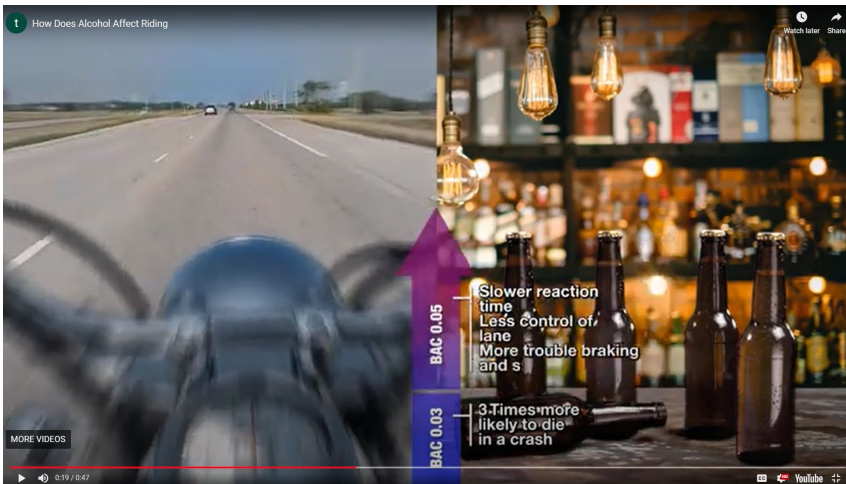
Culture and Community



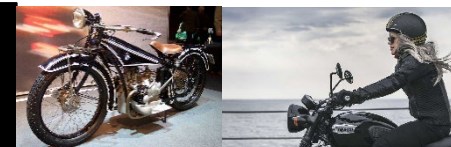
Leading by Example



How Does Alcohol Affect Riding?



Sober Rider



New Materials in FY23 – Graphics for Print/Online

DRINKING AND RIDING?



WARNING:

THIS GRAPHIC IS NOT A CHALLENGE TO SEE HOW MUCH YOU CAN CONSUME.

This information, including but not limited to, text, graphics, images, comes from real scientific facts. It is for educational and informational purposes only and not intended to encourage you to see how much you can drink while riding. In fact when on a ride, we don't want you to drink at all, duh. No material on this page is intended to be a substitute for common sense. If you have any questions about this information, consult an expert, not a professional drinker or your loudest buddy. **If you're riding, don't drink. If you're drinking, don't ride.**

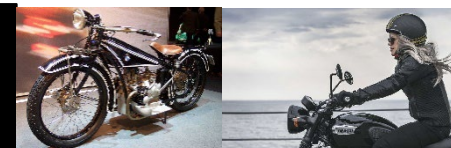
DRINKING AND RIDING?



WARNING:

WE KNOW WHAT WE'RE TALKING ABOUT

A .03 blood alcohol level impairs reasoning, decreases inhibitions, and increases a sense of false confidence. So while you might start out feeling like Superman, you can start making super dumb decisions quickly. Haven't you ever heard the phrase, "hero to zero?" **If you're riding, don't drink. If you're drinking, don't ride.**



New Materials in FY23 – Graphics for Print/Online

DRINKING AND RIDING?

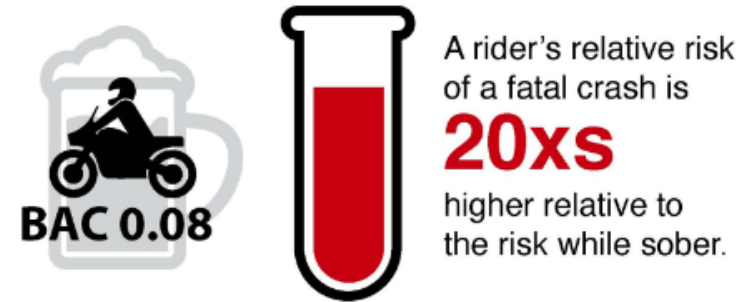


Riders experienced significant performance deficits including slower braking reaction times and greater difficulty staying in lane boundaries.

**REALLY.
WE'RE NOT MAKING THIS UP.**

This is elemental. Studies show that a high blood alcohol level can severely impair your judgement. Don't let chemistry get the best of you.
If you're riding, don't drink. If you're drinking, don't ride.

DRINKING AND RIDING?

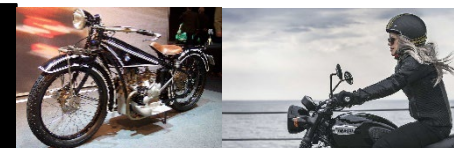


DISCLAIMER:

NO RIDERS WERE HARMED IN THE MAKING OF THIS GRAPHIC.

The real world turns out quite different.

A high blood alcohol level can cause reduced concentration, short-term memory loss, lack of speed control, reduced information processing capability, and impaired perception.
If you're riding, don't drink. If you're drinking, don't ride.

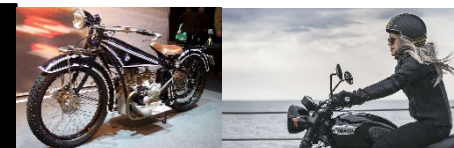


Feedback Survey

- Active through Friday, August 25
- Comment on materials
- Distribution ideas



Survey Link

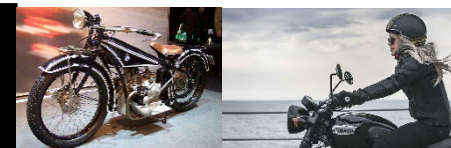
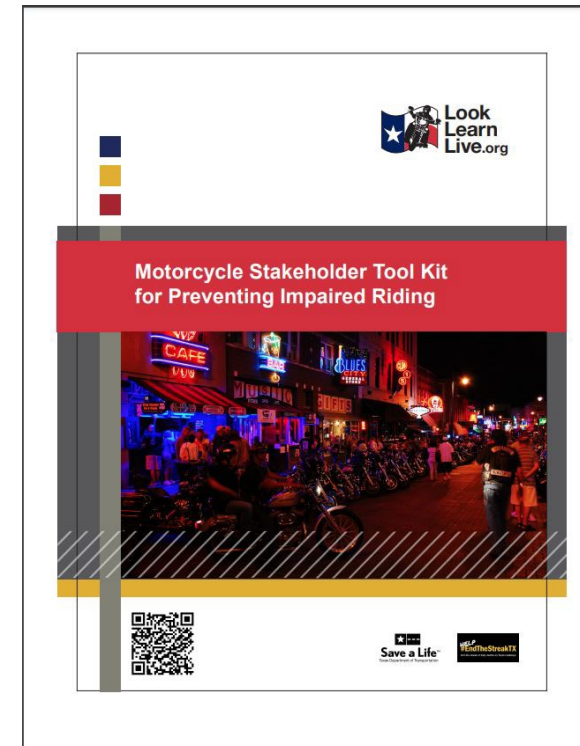


All Materials Downloadable at LookLearnLive.org

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



- Videos (YouTube)
- Graphics
- Motorcycle Stakeholder Tool Kit



Questions?

Laura Higgins

L-Higgins@tti.tamu.edu



Questions to consider

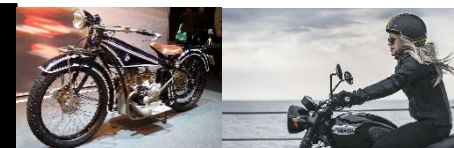


Three TMSC meetings next year:

- In person?
- Regionally?

What do you want to hear more about?

How can you, as the TMSC be more effective?



Open Forum

We
want to
hear
from
you!!





Texas Motorcycle Safety
Coalition Quarterly Meeting
Adjourn

