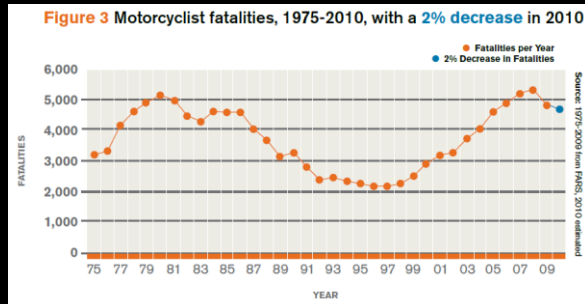


Recent Motorcycle Safety Promotion Efforts in Other States



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Reasons for changes in motorcyclist fatalities

- States in which motorcyclist fatalities decreased in 2010 suggested the following potential explanations
 - Higher priority for motorcycle safety at the state highway safety office
 - Motorcycle safety education and publicity directed both at riders (with messages such as alcohol-free riding) and at other motorists (be aware of motorcyclists and share the road with them)
 - Increased rider training
 - Fewer beginning riders
 - Less motorcyclist travel, indicated by a drop in motorcycle sales or registrations in that state
 - Cold and rainy weather

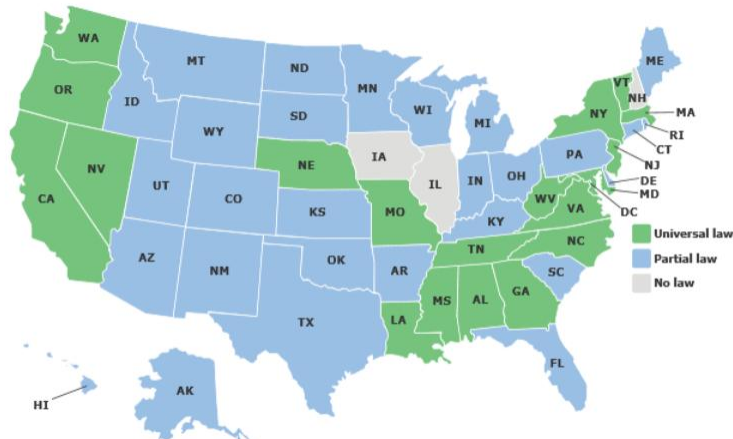


Occupant Fatality Rates, by Vehicle Type, 2000 and 2009

Fatality Rate		Motorcycles	Passenger Cars	Light Trucks
2000	Per 100,000 Registered Vehicles	66.66	16.18	15.17
	Per 100 Million Vehicle Miles Traveled	27.67	1.31	1.23
2009	Per 100,000 Registered Vehicles	56.27	9.54	10.08
	Per 100 Million Vehicle Miles Traveled	21.45	0.87	0.92



Map of motorcycle helmet laws

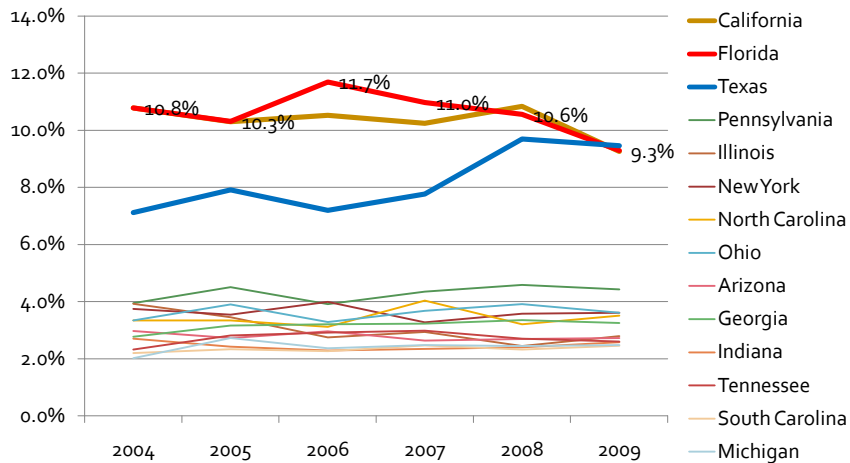


Source: Insurance Institute for Highway Safety. <http://www.iihs.org/laws/HelmetUseOverview.aspx>



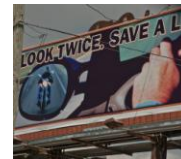
Percentage of U.S. Motorcycle Fatalities by State and Year

2009 Motorcycle registration
California (9.6%), Florida (8.4%), Texas (5.5%)



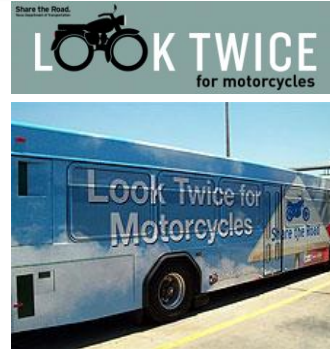
California: Motorcycle Safety Campaigns

- Share the Road. Look Twice for Motorcyclists (electronic signs on state highways)
- Enhanced enforcement campaign
- Look Twice. Save a Life.
- California Office of Traffic Safety conducted a survey of motorists and motorcyclists (intercept survey)



Texas: Motorcycle Safety Campaigns

- www.LookLearnLive.org
- Look Twice for Motorcycles
- Gear up for Life
- Take the Course
 - Billboards, Transit bus wraps, Radio PSAs, Television PSAs, Share the Road decal on TxDOT roadway signs



Drink.Ride.Lose



Texas: Driver/Rider Curriculum

- TX law mandates motorcycle awareness content in the curriculum for driver education and driver safety courses.
- A basic rider course is required to obtain a motorcycle endorsement
- Training and recertification for motorcycle safety training instructors
 - Conduct regionally diverse professional development workshops
 - Produce “on-bike” training videos to use in a web-based motorcycle safety instructor program



Insurance

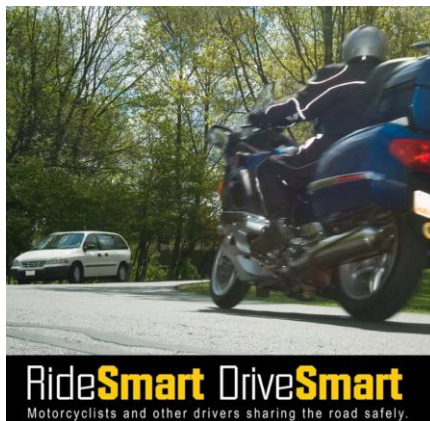
- Texas requires an “applicable insurance plan” to ride without a helmet
 - Basically, insurance providers must either add the words “motorcycle insurance” to the health insurance card or supply a letter that indicate the insured is covered for injuries incurred in a motorcycle crash
- California requires motorcycle insurance



PA (www.livefreeridealive.com)



Ohio (Ride Smart)



- Distribute safety messages at bars and establishments that host bike nights
- Work with law enforcement
- Offer various training classes
- PSAs with safety messages directed towards motorists and motorcyclists
- Discourage drinking and riding



Other States Motorcycle Safety Campaigns

- IL: www.StartSeeingMotorcycles.org, Gear Up and Don't Drink and Ride PSAs
- NY: Watch for Motorcycles PSA
- NC: Increased enforcement and
- BikeSafe North Carolina



(A program that invites motorcyclists to participate in Rider Skills Days that offer assessment on present skills)



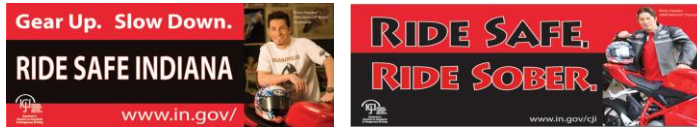
Other States Motorcycle Safety Campaigns

- AZ: television and billboard media campaign (English and Spanish)
- GA: Get a Grip on Safety, Look Twice, Save a Life. Motorcycles are everywhere!, Enforcement (GA Department of Public Safety holds motorcycle-only roadside checkpoints where they check for proper licensing, DOT helmets, alcohol usage, valid tags, as well the general operating condition of the motorcycle)

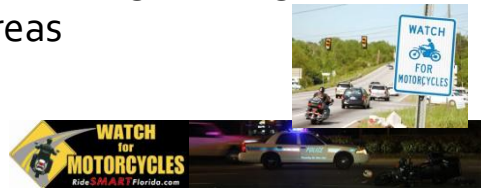


Other States Motorcycle Safety Campaigns

- IN: Don't Drink and Ride, Motorist Awareness, and Wear Your Gear PSAs and Celebrity endorsements on billboards

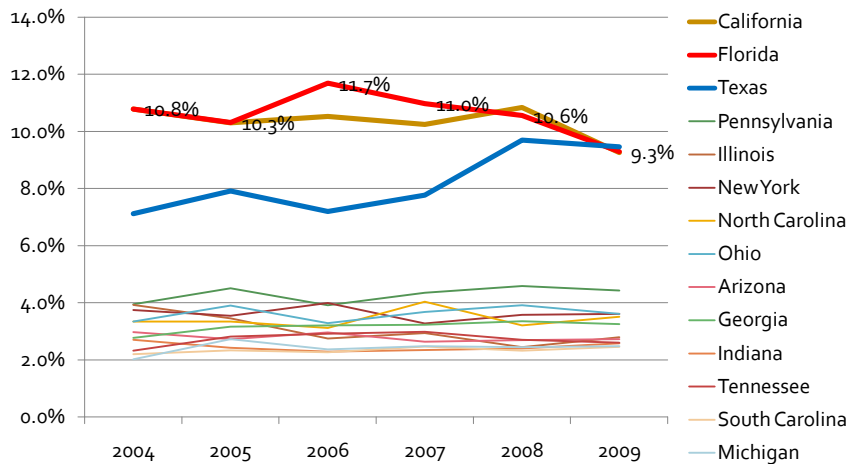


- TN: Watch for Motorcycles signs in high motorcycle density areas



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Motorcycle Rider Fatalities in Motor Vehicle Traffic Crashes by State and BAC, 2009

State	Total Motorcycle Riders Killed	Impaired Motorcycle Operators Killed (BAC=.08+)	BAC=.01+
	Number	Percent	Percent
California	385	23%	28%
Florida	386	31%	37%
Texas	393	37%	45%

