



Texas Department of Transportation
Look Twice for Motorcycles. Seeing Them Is Saving Them.
Motorcycle Awareness Public Education Campaign
April 16, 2012 – May 13, 2012

OVERVIEW

When motorcycle crashes occur, the driver of the other vehicle is often at fault. This is one of many reasons why the Texas Department of Transportation (TxDOT) is launching a public education campaign designed to make Texas drivers more aware of motorcyclists. "Look twice for motorcycles. Seeing them is saving them," is this year's theme.

Motorcyclists are particularly vulnerable—87 percent of motorcycle crashes injure or kill the rider (TxDOT CRIS 2011). National studies show that a motorcyclist is five times more likely to be injured and 25 times more likely to die in a crash (National Highway Traffic Safety Administration, 2011).

The number of motorcycles registered in Texas more than doubled over the last decade from 180,345 in 2000 to 419,722 in 2010 (TX DMV 2012). Unfortunately, the number of motorcyclists killed annually since 2000 has more than doubled as well, from 196 in 2000 to 470 in 2011 (TxDOT CRIS 2011, Texas Department of Public Safety, 2000).

FACTS ON MOTORCYCLE CRASHES

- In Texas, motorcyclist fatalities represented 16 percent of all motor vehicle deaths in 2011 (TxDOT CRIS 2011).
- There were 470 motorcyclists killed in Texas in 2011, and an additional 5,770 motorcyclists were seriously injured (TxDOT CRIS 2011).
- These 470 deaths were almost evenly split between the city and rural areas statewide, with 46 percent of motorcyclists losing their lives while riding in rural areas and 54 percent in urban areas (TxDOT CRIS 2011).
- Current state law allows for all Texans over the age of 21 and with proper insurance to legally ride motorcycles without a helmet. Forty-six percent of motorcyclists killed in traffic crashes in 2011 were not wearing helmets at the time of the crash (TxDOT CRIS 2011).
- In Texas, about half of crashes in which the motorcyclist died were at intersections, often with the passenger vehicle turning left in front of an oncoming motorcyclist and the driver reporting that he/she never saw the motorcyclist before turning (TTI, 2009).
- Nationwide in 2009, 4,462 motorcyclists were killed and 90,000 motorcyclists were injured (NHTSA Traffic Safety Facts 2011).

LOOK TWICE FOR MOTORCYCLES. SEEING THEM IS SAVING THEM.

Some tips on how to better see and accommodate motorcycles on the road:

- **Look Twice:** Especially watch for cyclists at intersections where they may be making a left turn, as well as on the highway where a motorcyclist may be changing lanes. Regularly check your rear-view and side-view mirrors and clearly signal your intentions.
- **Give Them Space:** Don't follow a motorcycle too closely. A motorcyclist's riding patterns are different from vehicle patterns, and reactions may vary for the same road or weather conditions. Allow a full lane of travel space between your car or truck and a motorcycle.
- **Anticipate Next Steps:** Obstructions that drivers do not notice could prove to be deadly for a motorcyclist. Give motorcyclists plenty of space to react. This will help to make the road a safe place for you and others, no matter what form of transportation they use.

CAMPAIGN COMPONENTS

TxDOT's motorcycle awareness campaign will leverage local news stories and local spokesperson interviews across major markets beginning the week of April 9.

The campaign's paid media components will consist of the following:

Statewide

- 15-second television ads will appear online from April 16 – April 29.

Major Markets

Austin, Dallas/Ft. Worth, Houston, San Antonio, El Paso, and the Rio Grande Valley

- 15- and 30-second television ads in English and Spanish airing April 16 – April 29.
- 15-second radio traffic sponsorships in English and Spanish airing April 16 – April 29.
- Outdoor billboards in English and Spanish posted from April 16 – May 13.



Spanish-language outdoor artwork (English displayed on previous page)

Visit www.LookLearnLive.org for more information on motorcycle safety.