



Texas Department of Transportation
Look Twice for Motorcycles. Seeing Them Is Saving Them.
Motorcycle Awareness Public Education Campaign
April 18, 2011 – May 15, 2011

OVERVIEW

Motorcyclists are particularly vulnerable when riding on our streets and highways—66 percent of motorcycle crashes injure or kill the motorcyclist. (TxDOT) The number of motorcyclists killed on Texas roadways has more than doubled over the past decade. (TxDOT)

When a motorcycle and another vehicle collide, the driver of the other vehicle is often at fault. That's why the Texas Department of Transportation (TxDOT) is launching a public education campaign aimed at making Texas drivers more aware of motorcyclists. The campaign tagline is: "Look twice for motorcycles. Because seeing them is saving them."

FACTS ON MOTORCYCLE CRASHES

- The number of motorcycles registered in Texas more than doubled over the last decade from 180,345 in 2000 to 424,218 in 2010. (TX DMV)
- Per vehicle mile traveled, a motorcyclist is nine times more likely to be injured and 39 times more likely to die in a crash. (National Highway Traffic Safety Administration)
- 434 motorcyclists were killed in Texas in 2009, and an additional 5,889 motorcyclists were seriously injured. (TxDOT)
- In Texas, motorcyclist fatalities represented 14% of all motor vehicle deaths in 2009. (TxDOT)
- In Texas, about a third 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. (TxDOT)

LOOK TWICE FOR MOTORCYCLES—BECAUSE SEEING THEM IS SAVING THEM

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

- **Do a Double Take:** Look twice for motorcyclists at intersections, where they may be making a left turn, as well as on the highway, where a motorcyclist may be changing lanes. Clearly signal your intentions.
- **Be Respectful:** Remember, a motorcycle is a vehicle with all of the rights and privileges of any other vehicle on the roadway.
- **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 you do not notice could prove to be deadly for a motorcyclist. Give motorcyclists plenty of space to react and 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 consist of the following paid media elements to run in Austin, Dallas/Ft. Worth, Houston, San Antonio, El Paso, and the Rio Grande Valley:

- :15 and :30 second television ads in English and Spanish to be aired April 19 – May 1.
- :60 second radio ads in English and Spanish to be aired April 19 – May 1.
- Outdoor billboards, gas station pumptoppers, and gas pump handle ads in English and Spanish to be posted from April 18 – May 15.

The television ads will also appear online statewide from April 19 – May 1.



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

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