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## “Watch for Motorcycles” or “Look Twice”

Who all out there is doing some level of a "Watch for Motorcycles" or "Look Twice" campaign with Federal Funds? Yard signs, psa's, billboards, stickers, videos, radio, tv, etc.?

If so, how were you able to justify it to your NHTSA Region and support it with data? Were you able to measure its effectiveness to some degree?

I see a few are doing some of this, but seem to mostly be done using State funds.

### RHODE ISLAND

Good morning Chad,

We exclusively use NHTSA funds to fund the Motorcycle Awareness campaign in May as well as the conspicuity and alcohol awareness campaigns throughout the summer.

I have attached the PSA and the billboard for Motorcycle Awareness that we created.

The tag line is "Please be aware! Drive and Ride with Care!"

We justified it in RI because there was NO public awareness campaign at all in RI before we created this one back in 2007. We are in the process of going to RFP to develop a new one.

As far as measure of effectiveness, we added a few questions to our observational survey on seatbelts regarding motorcycle campaign recognition and got some decent feedback.

Other than that we didn't have a comprehensive survey JUST on the MC campaign.

As far as our data goes, we saw an immediate decline, but that wasn't sustainable.. see below... we are consistently inconsistent.

2006-2014 RI Motorcycle Fatalities

Year/# Fatalities/# Un-Helmeted Riders/% of Un-Helmeted Riders

2014/10/5/50%

2013/11/6/55%

2012/8/6/75%

2011/15/7/47%

2010/15/11/73%

2009/19/12/63%

2008/7/2/29%

Outreach program began 2007/13/9/69%

2006/16/11/69%

TOTALS-114/69/59%      \*\*                      \*\* 9 year average use

**~Despina Metakos**

**FLORIDA**

Florida uses the 405 funds for Look Twice Paid Media campaign. Social Media, Billboards, Pump Toppers etc. We use analytics same as Kansas. We keep most of the advertising in my top 10 counties and show that info in my application to NHTSA. Fingers crossed we would like to see multiple vehicle fatalities or crashes involving motorcycles decrease in those areas and that would be good measure. We also do surveys asking drivers in those areas if they have seen the messages.

**~Edith Peters**

**MINNESOTA**

Minnesota uses 405 funds since they can only be used for training or motorist awareness. We had measured receipt of our messaging via phone surveys the first few years of 2010 funding, but our office no longer does that phone survey. I attached a short write up we had done on this effort. We haven't measured it since 2011.

**~Bill Shaffer**

**KANSAS**

We do billboards, radio and psa and we use the information from the analytics (number of people estimated to pass by billboards, number of people who viewed psa, etc.) We also do yard signs & flyers and we distribute and collect the data as to how many were sent out and to whom or for what bike show. All our information has "Share the Road" logo or info on it so as to qualify for NHTSA funding.

**~Norraine Wingfield**