MOTORCYCLE SAFETY

DJ Jeffries, TSS – Fort Worth
Sometimes… It’s just in the Blood
THERE ARE LIES, DAMN LIES...

AND STATISTICS...

MARK TWAIN
MOTORCYCLE HELMET USE, TEXAS
1992 - 2012
MOTORCYCLE REGISTRATIONS

Texas, 2000-2010
MOTORCYCLE FATALITIES
Texas, 2000-2010
### ALL CRASHES - Motorcycle

<table>
<thead>
<tr>
<th>Age Range</th>
<th>2012</th>
<th>Rider</th>
<th>Passenger</th>
<th>Totals</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
<td>Helmet</td>
<td>No Helmet</td>
<td>Unk</td>
<td>Helmet</td>
</tr>
<tr>
<td>Up To 14</td>
<td></td>
<td>13</td>
<td>27</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>15-19</td>
<td></td>
<td>211</td>
<td>117</td>
<td>72</td>
<td>36</td>
</tr>
<tr>
<td>20-29</td>
<td></td>
<td>1455</td>
<td>782</td>
<td>476</td>
<td>78</td>
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<tr>
<td>30-39</td>
<td></td>
<td>833</td>
<td>660</td>
<td>298</td>
<td>33</td>
</tr>
<tr>
<td>40-49</td>
<td></td>
<td>759</td>
<td>750</td>
<td>316</td>
<td>61</td>
</tr>
<tr>
<td>50-59</td>
<td></td>
<td>749</td>
<td>696</td>
<td>266</td>
<td>76</td>
</tr>
<tr>
<td>60-69</td>
<td></td>
<td>373</td>
<td>225</td>
<td>101</td>
<td>24</td>
</tr>
<tr>
<td>70+</td>
<td></td>
<td>74</td>
<td>33</td>
<td>13</td>
<td>13</td>
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<tr>
<td>TOTALS</td>
<td></td>
<td>4467</td>
<td>3290</td>
<td>1550</td>
<td>340</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td>43.7%</td>
<td>32.2%</td>
<td>15.2%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>
## Motorcycle Fatalities, Texas 2012

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Rider</th>
<th>Passenger</th>
<th>Totals</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Helmet</td>
<td>No Helmet</td>
<td>Unk</td>
<td>Helmet</td>
</tr>
<tr>
<td>Up To 14</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>15-19</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>1</td>
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<td>20-29</td>
<td>61</td>
<td>34</td>
<td>8</td>
<td>2</td>
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<td>30-39</td>
<td>24</td>
<td>48</td>
<td>6</td>
<td>0</td>
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<td>59</td>
<td>6</td>
<td>4</td>
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<td>45</td>
<td>8</td>
<td>3</td>
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<td>60-69</td>
<td>18</td>
<td>23</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>70+</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>TOTALS</td>
<td>167</td>
<td>218</td>
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<td>10</td>
</tr>
<tr>
<td>%</td>
<td>37.4%</td>
<td>48.8%</td>
<td>8.1%</td>
<td>2.2%</td>
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</tbody>
</table>
TARGET AUDIENCE?

Who is the problem?

Well...
SURPRISE, SURPRISE…

20-29 Year old White Males

- 20-29 Years Old
- 40-49 Years Old
- White / Male
- Speed
- Alcohol Use
- Cars Turning Left
MOTORCYCLE SAFETY PROGRAM
RIDER TRAINING

MEDIA EVENTS

AWARENESS
RIDER EDUCATION

Texas DPS motorcycle safety unit

• Train 42,000 riders/year
• 200 Locations / 80 Cities
• 500 Instructors
• Need More Instructors
MEDIA EVENTS

Motorcycle Safety Awareness Month
AND SOME NEW STUFF TOO...

COMING SOON!

- BROCHURES AND PI&E MATERIAL
- EVENTS
- ASSESSMENT
- HELMET GRANT?!
New Partner

BEN SPIES #11

Ignite Pramac Team, Moto GP
BROCHURE SERIES

FEATURING BEN SPIES, #11

PRAMAC IGNITE TEAM- DUCATI

- PERSONAL PROTECTIVE GEAR
- SELECTING A HELMET
- CHECKING THE FIT OF YOUR HELMET
- SPEEDING
- DRINKING AND RIDING
- MOTORIST AWARENESS
CIRCUIT OF THE AMERICAS
Racing Facility, Austin
CIRCUIT OF THE AMERICAS

- Moto GP Motorcycle Race
- Formula 1 Race
- V8 Super Cars
- “X” Games
- American LeMans
- Grand Am of the Americas
- Various Concerts
MOTORCYCLE ASSESSMENT

- Program management
- Evaluation and research
- Personal protective gear
- Motorcycle operator licensing
- Rider education and training
- Alcohol and other drugs
- Motorcycle conspicuity
- Motorist awareness programs
- Public information and education
A COUPLE OF THINGS…
That would help…

- PROMOTE HELMET USAGE
- PROMOTE THE RIDER COURSE
- MENTION MOTORCYCLES DURING ALCOHOL CAMPAIGNS
A COUPLE OF THINGS…
That would help…

- **GET TO KNOW YOUR LOCAL MC GROUPS**
- **PROMOTE ACCURATE CRASH REPORTING**
- **UNKNOWN HELMET USAGE**
NASCAR POSTPONED DUE TO RAIN?
THAT'S ADORABLE...

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