Motorcycle Safety (as of March 10)

Comprehensive Motorcycle Safety Programs: How Does Your State Stack Up?
All states develop and implement a comprehensive highway safety program, reflective of their demographics, crash and other pertinent trends, to reduce traffic crashes, fatalities, and injuries on public roads. What should those plans address when it comes to motorcycle safety? The National Highway Traffic Safety Administration's (NHTSA) Highway Safety Program Guideline No. 3, Motorcycle Safety, which describes the components a state should include in their efforts to comprehensively address motorcycle safety and the criteria that each program component should meet, was recently updated. Learn what has changed since the guideline was first released more than a decade ago, what’s included in NHTSA’s 5-year motorcycle safety plan, and hear from two states that have developed and are implementing 5-year motorcycle safety strategic plans.

Deliver Motorcycle Safety Messages that Get Results
Today’s media allows you to share information, ideas, and personal messages with the masses or to a targeted, even micro-targeted, audience. Learn how states partnered with NHTSA Region 8 to use a #Safe2Sturgis hash tag to raise awareness of motorcycle safety and engage with motorcyclists traveling to the annual Sturgis motorcycle rally; and how a local project uses paid digital and social media, and email outreach to improve awareness of sobriety checkpoints in high-motorcycle-crash locations. Successful strategies that provide simple, low-cost ways to include motorcycle safety in other traffic safety partner initiatives including law enforcement and driver education programs will also be discussed.

Leveraging Research to Improve Motorcyclist Safety
Motorcyclist fatalities accounted for 5,286 deaths in 2016, the highest number since 2008. A deep understanding of motorcycle crashes and crash trends is essential for developing appropriate countermeasures. Learn about U.S. motorcycle trends and current motorcycle behavioral safety research sponsored by NHTSA. Researchers at the Texas Transportation Institute will review the findings of a comprehensive, multi-year analysis of motorcycle crashes in the Lone Star State that reveals the complex nature of these crashes. You’ll also hear new insights on how crash avoidance technology in passenger vehicles could reduce motorcycle crashes.