CycleSafe: Taming the Road
Safety Rally
Using Community Collaboration
to Promote Motorcycle Safety

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CycleSafe Rally: family oriented event based on collaboration between traditional and non-traditional community-based organizations

Focus on promoting motorcycle safety with riders and non-riders.
Goals of the Event

- Promote sober riding
- Promote Safe road habits
- Motorcycle awareness for the non-rider
Activities

1. Law Enforcement Riding Demonstrations
2. Group Riding Skills
3. Safety workshops
4. Safety Demonstrations
Law Enforcement Riding Demonstrations
Group Riding Skills
Safety workshops:

- Conspicuity
- Driver Impairment
- Protective Gear
- Accident response
- Insurance coverage
Safety Demonstrations

- Picking up your bike
- Pre-ride bike check
- Proper trailer loading
- Noise reduction
Exhibitors

- WI DOT
- Riders Edge®
- Accident Scene Management
- ABATE
- Sentry Insurance
- Chiropractor
- Hospital
- Riding Groups
Family Orientation

- Kid’s Activities
- Bicycle Safety
- Fire Safety
- Child ID’s
Community Participation
Community Participation

- Non-profit
- HD Dealer
Community Participation

- Chevrolet Dealer
- Drug Testing Company
- Local Disk Jockey
Community Participation

- Law Enforcement
Community Participation

- HOG
- Safety Instructors
Guidelines for Planning

- Find organizations that have an investment in motorcycle safety, highway safety or public safety.

- Use a committee to plan the event

- Choose a format and activities
  - Should be interactive
- Recruit volunteers (riders and non-riders)

- Advertising

- BE CREATIVE!
Payoffs

- Safer Roads
- Community relationships
- Bringing together riders and non-riders