

2013 Motorcycle Winter Conference

Motorcycle Outreach Program
Julie Coplea

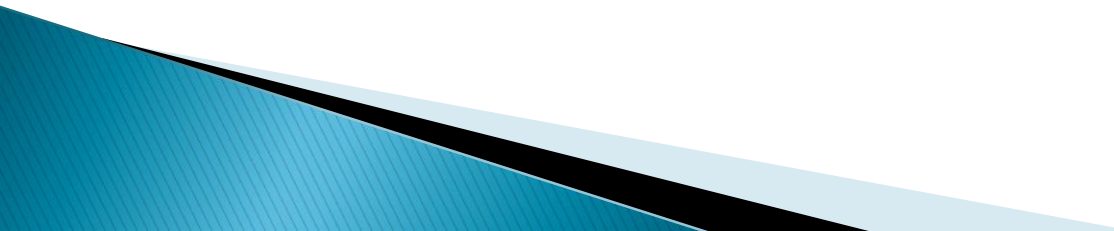
Events

- ▶ Total of 26
 - ABATE
 - GWRRA
 - Dealerships
 - Safety days
 - Press Events
 - Health Fairs
 - Motorcycle skills safety event
 - TT races
 - State Fairs
 - Springfield Mile
 - Car shows

Windshield Washing Project

- ▶ Goal – every rest stop every hour
- ▶ Doesn't have to be a Motorcycle group
 - Instructors
 - Dealerships
 - Social Groups

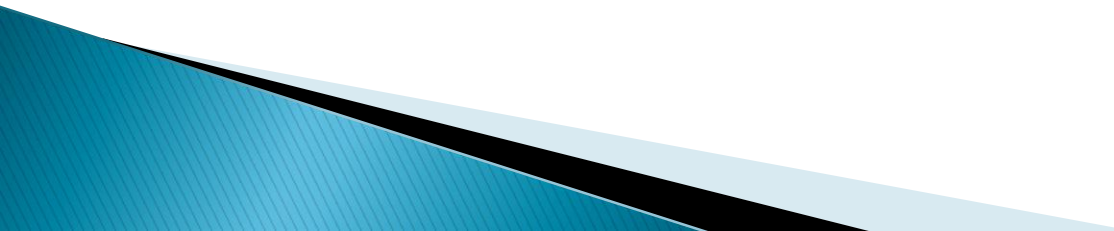
Partnerships

- ▶ Motorcycle Dealerships
 - ▶ Motorcycle Groups
 - ▶ High Schools – Illinois High School & College Driver Education Assoc.
 - ▶ Monical's Pizza Restaurants
 - ▶ Illinois State Police
 - ▶ Local law enforcement agencies
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Press Events

- ▶ **Gear Up – Ride Smart**
 - Chicago – Champion Cycle Center
 - Decatur – Power Sports
 - Marion – Black Diamond, Harley Davidson
- ▶ **Start Seeing Motorcycles / Look Twice – Save a Life**
 - Springfield – Old State Capital
 - Marion – Ray Fosse Park
- ▶ **NEW Ride Sober or Get Pulled Over Motorcycle Event**
 - Springfield – Calvary Cemetery

Promotional Items

- ▶ DVD of Mike Myers Presentation
 - ▶ “Start Seeing Motorcycles” Safety Stickers
 - ▶ Bottle Toppers with “Start Seeing Motorcycles” Safety information
 - ▶ “Start Seeing Motorcycles” Yard Sign cards
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Public Information Education Materials

P.I.E.

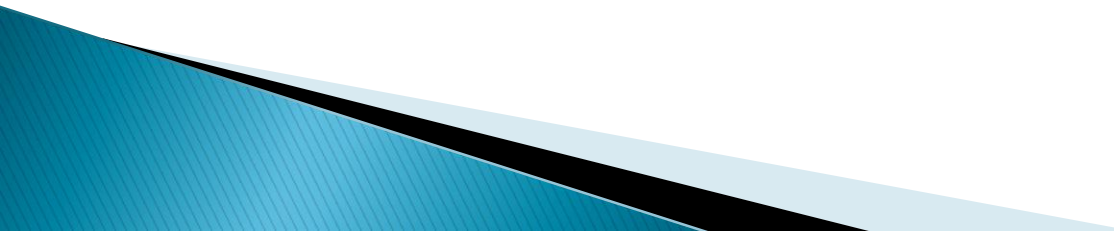
www.BUCKLEUPILLINOIS.org

- ▶ Click on the tab “Public Information Education Materials
- ▶ This site has educational hand outs for several of the Traffic Safety programs
- ▶ This will be the first year motorcycle educational material will be available.
- ▶ Brochures and posters will be available to order within the next few months.

Facebook and Twitter

- ▶ Become followers of Traffic Safety and IDOT pages.
- ▶ Posting of outreach events

Outreach Opportunities

- ▶ Recruit Instructors
 - ▶ Promote the school
 - ▶ Speak to senior riders – Educate them on the advantages of taking an advanced course
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Fifth Year of Outreach

- ▶ Thank you for what you do!