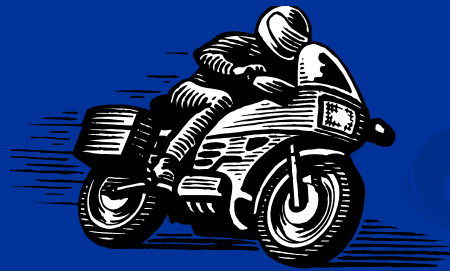


**CycleSafe: Taming the Road  
Safety Rally**  
**Using Community Collaboration  
to Promote Motorcycle Safety**



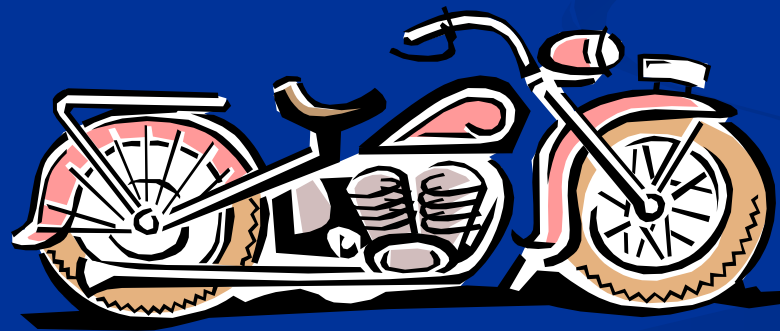
JanMarie Lambert  
Wisconsin Community Services, Inc.  
Milwaukee, WI

- 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.



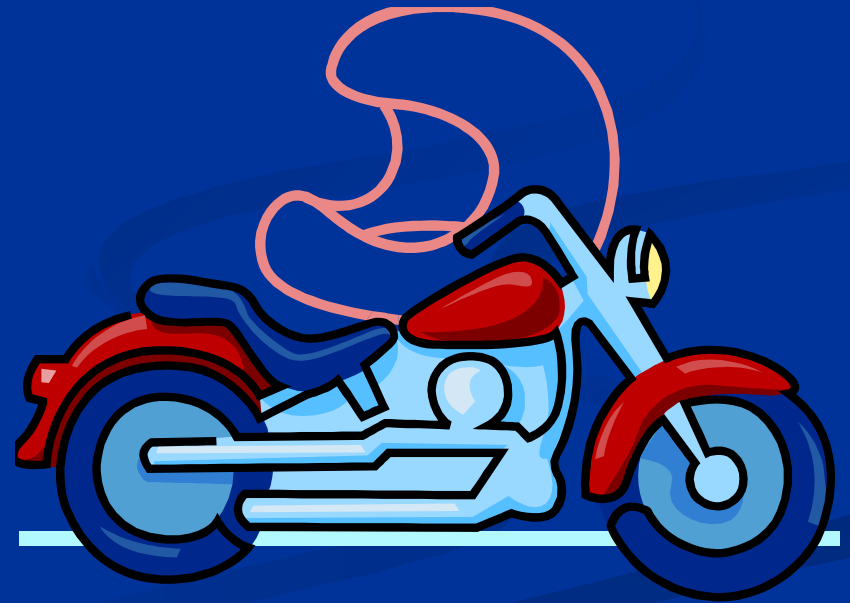
# Goals of the Event

- 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

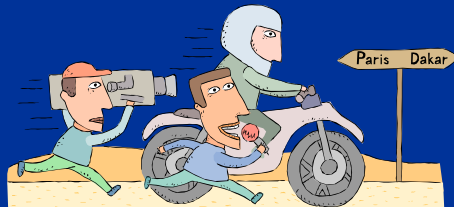


# Family Orientation

- 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





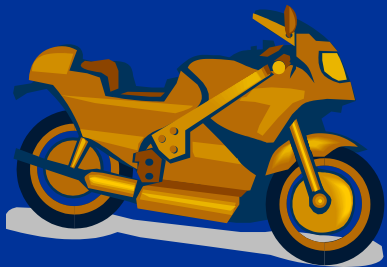
## ■ Recruit volunteers (riders and non-riders)



## ■ Advertising



## ■ BE CREATIVE!



# Payoffs

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

