

Look twice for motorcycles.



TXDOT'S STATEWIDE LOOK TWICE FOR MOTORCYCLES CAMPAIGN

The 2024 statewide Share the Road: Look Twice for Motorcycles campaign launched May 1 for National Motorcycle Safety Awareness Month, and we'd love your help sharing its messages. It runs through May 15. Here's an overview of what's happening.

Public Relations

- Statewide media pitching from 5/1 through 5/15
- Press release, talking points, and localized media advisories provided to PIOs and TSSs
- Campaign announcement at the [TxDOT Newsroom](#)



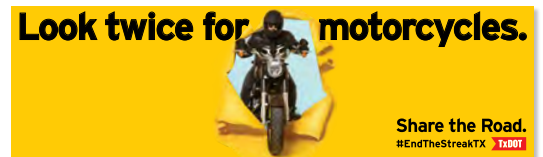
Paid Media

Traditional paid media:

- Billboards (English/Spanish)
- Markets: Austin, San Antonio, DFW, Houston, RGV, El Paso, Corpus Christi, Lubbock, Waco, Temple-Killeen, Tyler, Beaumont

Digital paid media: (statewide, English/Spanish)

- Online video and Connected TV
- Pre-roll video
- Pandora radio
- YouTube
- Influencers

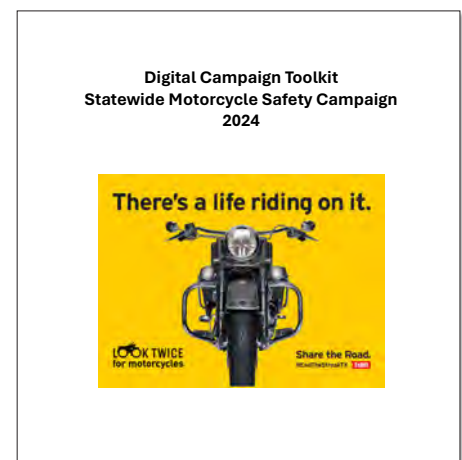


Digital Campaign Toolkit

The Look Twice [campaign toolkit](#) is available for use. Please feel free to share it with your partners and subgrantees.

Campaign toolkit contents:

- Social media assets: copy, images, video, GIF stickers
- Blog/newsletter content
- Facebook profile images
- Print collateral for download



Print Collateral

Posters, notepads, mesh banners, hand fans, travel games, paper glasses, bumper stickers, yard signs, and info cards have been distributed to TSSs for the Look Twice campaign.



Outreach Events

To reach constituents, TxDOT is conducting five public outreach events in May. Media will be invited to these events.

Visitors are invited to immerse themselves in two VR experiences—one from a driver perspective and one from a rider perspective—to help raise awareness of motorcycles while driving.



Date	City	Location	Event Time
Thursday, May 2	El Paso	Chihuahuas Game Southwest University Park 1 Ballpark Plaza El Paso, TX 79901	Game time: 6:35 p.m. (MST) *First Responders Night
Saturday, May 4	New Braunfels/ San Antonio	Buc-ee's - New Braunfels 2760 IH-35 North New Braunfels, TX 78130	Outreach: 2 - 6 p.m.
Sunday, May 5	Austin	Buc-ee's - Bastrop 1700 Highway 71 E Bastrop, TX 78602	Outreach: 2 - 6 p.m.
Thursday, May 9	Frisco	Riders Field 7300 RoughRiders Trail Frisco, TX 75034	Game time: 6:35 p.m.
Saturday, May 11	Houston	Buc-ee's - Katy 27700 Katy Fwy Katy, TX 77494	Outreach: 2 - 6 p.m.

CAMPAIGN CONTACT INFORMATION

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