

Motorcyclists Are Hard to See. Look Twice. Save a Life Campaign Suspension Announcement

Ms. Heiler,

Representative Tedder sponsor the, "Motorcycle Awareness Bill" at my request. ABATE of Michigan worked extremely hard to pass this bill that raised motorcycle endorsement fees for this purpose. Motorcycle Awareness is important for accident prevention and these funds are earmarked for this purpose. I have already had a car driver turn left in front of me while on my motorcycle in 2020. Some of us use motorcycles as our main transportation and this action, WILL be seen as a violation of state law.

"RIDE SAFE"

Vince Consiglio

Good afternoon, Motorcycle Safety Action Team.

We hope you and those you love are doing well and staying healthy. As the Michigan Department of State continues to uphold the Governor's stay-at-home executive order, and respond to current restrictions on state discretionary spending, the comprehensive multi-year media campaign, "Motorcyclists Are Hard to See. Look Twice. Save a Life," to educate motorists about the need to watch for motorcyclists, has been suspended. We will continue to monitor the situation and proceed with campaign activities once it is appropriate to do so. Our goal is to implement activities during a time when they would most effectively promote motorcycle safety.

We will continue to promote May as Motorcycle Safety Awareness Month through social media and the dissemination of a press release.

Please contact me directly with questions regarding this update.

Sincerely,

Patricia Heiler, MPH, CHES

Motorcycle Awareness Campaign Manager

Traffic Safety Section

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