



Research In Progress

Evaluation of an Impaired Riding Crackdown

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Alcohol impairment is a significant contributing factor to motorcycle crashes. However, there has been little documented effort to combine impaired riding media campaigns with dedicated enforcement of impaired riding, by law enforcement trained to recognize impaired riding cues, in locations that are frequented by motorcycle riders. NHTSA plans to sponsor impaired riding crackdowns in multiple sites during the 2012 riding season. It is expected that waves of high visibility enforcement (HVE) will be localized in areas and during times when motorcycle traffic is high, and will include paid and earned media. The purpose of this project is to evaluate the effectiveness of these impaired riding crackdown demonstration projects.

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