

MOTORCYCLE WARNING SIGN PROJECT

CLIENT:

Taylor

JMTE SERVICES:

- Crash Data
- Effectiveness Study
- Data Analysis
- Approval Procurement
- MUTCD Compliance

LOCATION:

United States of America

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J.M. Teague Engineering and Planning (JMTE) was asked to conduct a “Motorcycle Traffic Crash Analysis” for Taylor and their client Allstate Insurance.

Established in 2009, Allstate’s **Once is Never Enough (O.N.E.)** program is an awareness campaign created to help reduce the number of motorcycle crashes involving other vehicles at intersections while attempting to standardize motorcycle warning signs across the United States.

JMTE performed three tasks: an Effectiveness Study, which looked at “Before” and “After” crash data; a Data Analysis to review crash data and recommend warning signage for intersections with high crash numbers; and Approval Procurement – identifying and seeking approval for placement of said warning signs. These three tasks were conducted in 7 markets, over 21 states which included 31 cities.

