

O.N.E. SIGN GUIDE

A STEP-BY-STEP GUIDE ON HOW YOU CAN GET
"WATCH FOR MOTORCYCLES" WARNING SIGNS INSTALLED

Urging drivers to look twice... because Once is Never Enough (O.N.E.)

HOW IT STARTED

3 MOTORCYCLISTS
KILLED EVERY DAY
in multi-vehicle crashes at
intersections in the U.S. *1

46% of all motorcycle crashes
involving another vehicle
**OCCURRED AT
INTERSECTIONS**



The number of **STATES IN WHICH
A "WATCH FOR
MOTORCYCLES"
sign has been installed.**

42

The number of **CITIES IN
WHICH A "WATCH
FOR MOTORCYCLES"
sign has been installed.**

2009

THE O.N.E. PROGRAM IS ESTABLISHED

Allstate begins working with traffic authorities on the development of a **WARNING SIGN THAT CAN BE INSTALLED AT DANGEROUS INTERSECTIONS** for motorcyclists.

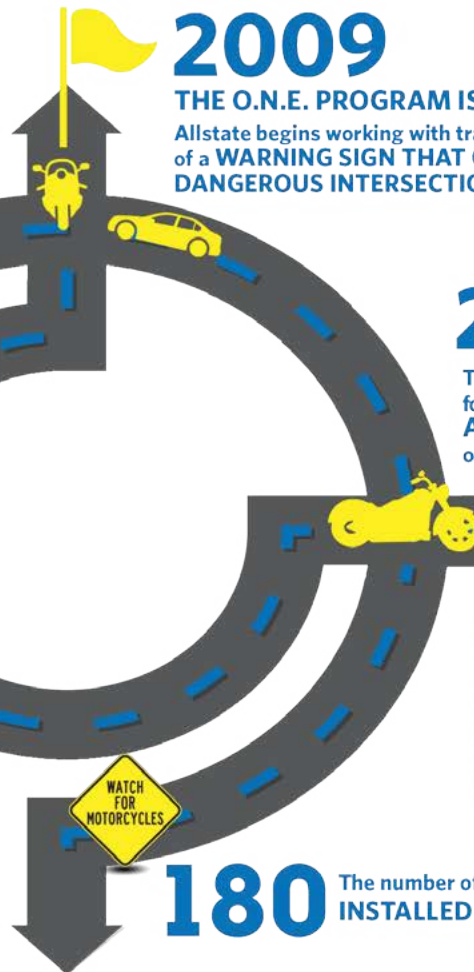
2012 

The FHWA notifies Allstate that its "Watch for Motorcycles" **WARNING SIGN IS ALLOWED** in accordance with the Manual on Uniform Traffic Control Devices.

2016 

Ohio is the latest state to have **SIGNS INSTALLED AS PART OF THE O.N.E. PROGRAM.**

180 The number of **SIGNS CURRENTLY
INSTALLED** at dangerous intersections.



TAKE ACTION

The sign installation process can be a tedious one, as it often requires working with cities, counties and states to receive approvals. Although Allstate has successfully been able to secure installations across the country, with the help of riders like you, we can make an even larger impact on the safety of the riding community.

If you have an intersection or stretch of road in your area that could benefit from a "Watch for Motorcycles" warning sign, there are several steps that you can take to help get a sign installed:

STEP
1

Find out if your intersection/road is owned by the city, county or state.

- Contact the Public Works Department in your city to find out who owns the road.

Once this has been determined, search the corresponding government website to contact the permit supervisor; this person is also often part of the Public Works Dept.

- Ask what would be required to obtain an encroachment permit for the intersection/area of concern, or if there are any other options to gain approval on a sign installation of this nature.

Every entity is different, so you may end up speaking with a variety of departments until you land in the correct one.

STEP
2

Share the importance of the O.N.E. program and the installation of the sign with the determined appropriate contact. It is helpful to provide the following:

- Why the intersection/area is in need of the warning sign
- If the state or local agency requires document proof that the signs are determined MUTCD compliant by the Federal Highway Administration (FHWA), please contact Allstate at AllstateONE@Allstate.com for copies of this form.

The specifications/design of the sign are:

- **Shape:** Diamond
- **Color:** Black legend on yellow background
- **Dimensions:** 30x30
- **Legend:** WATCH FOR MOTORCYCLES
> 3 lines of text
- **Borders:** ¾ inch width, ½ inch from edge
- **Reflectiveness:** High intensity prismatic sheeting
- **Sign Design:** Please contact Allstate at AllstateONE@Allstate.com to obtain the art file of this sign.



STEP
3

Often times, the city/county/state will require extensive reasoning behind why the warning sign is deemed necessary in the area. One way to help prove the case is to obtain motorcycle crash data showing motorcycle accidents in the area. It is recommended to request the previous five years of motorcycle crash-specific data.

There are three ways the data can usually be obtained:

1. From the official you are working with.
2. The local police department typically has quick access to this data.
3. Visit fars.nhtsa.dot.gov to find general crash data for your state and follow the steps on the website to run a query. If you are working with your local officials for city or county-specific crash data, here is what you should request:
 - Number of vehicles involved
 - Date of crash
 - Relation to intersection (intersection, non-intersection crash)
 - Street 1
 - Street 2 – Intersection
 - Severity of crash (fatalities, injuries, etc.)

STEP
4

The goal of the sign is to warn drivers approaching the left hand turn to look twice for motorcycles. Because of this, the signs will need to be installed 100 to 500 feet from the intersection in the right-of-way. Each intersection/area has different needs; some areas require just one sign, while others may require four. This is something that you can work closely with your official contact and their installation team on.

STEP
5

Once you have the approval, alert Allstate that you have secured a sign installation! Contact us at AllstateONE@Allstate.com to let us know when and where your sign will be installed.

ADDITIONAL TIPS

- Check to see when your upcoming city or county will be holding a public forum, and bring your concerns/information about the O.N.E. program to that meeting and urge your public officials to install signs where they are needed
- Consider partnering with an active motorcycle club in your area to use their contacts and strength in numbers
- Contact your local motorcycle group at your local DMV and enlist their help in securing an installation
- If for some reason your city/county/state requires you to fund the signs, contact your local motorcycle safety group to see if they have funding that can help cover the cost.