



# MOTORCYCLE SAFETY PROGRAM PLAN



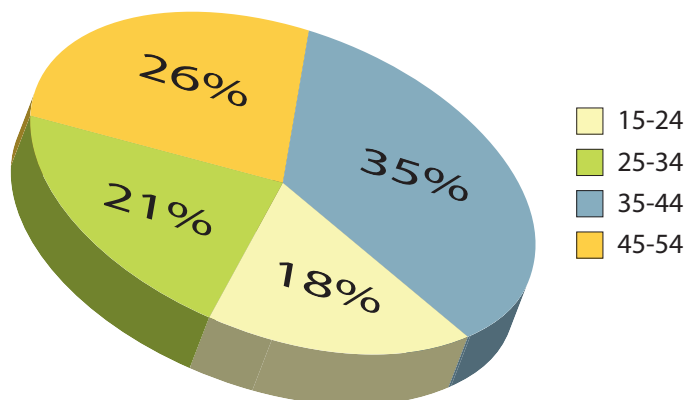
## Program Justification, Performance Goals and Measures

### Program Justification

Fatalities involving motorcycles continue to rise year after year, as the popularity of motorcycles increases. Motorcycle registrations have increased significantly and demand for Wisconsin's state-funded Motorcycle Rider Education Program (MREP) training increased by 21% over FY04 and FY05, and increased another 18% in FY06.

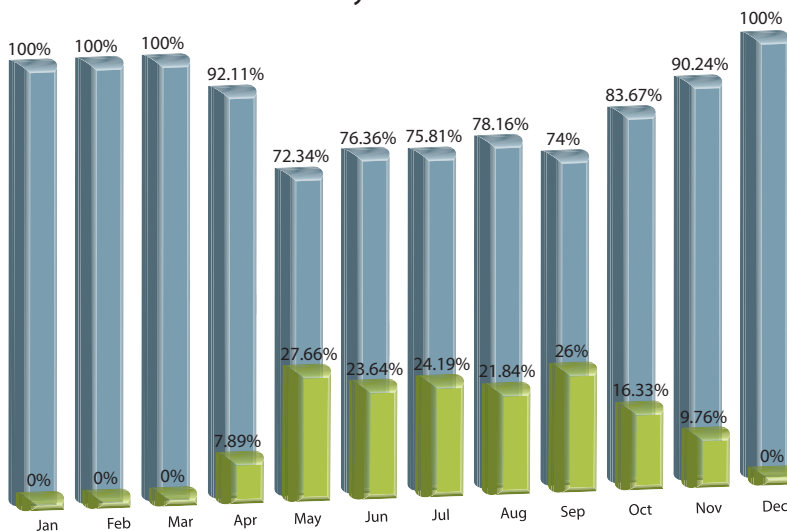
Using a five-year rolling average, 95 people die and 721 people are seriously injured in motorcycle crashes in Wisconsin. In 2008, 725 persons were seriously injured and 88 were killed in 2,788 reported motorcycle crashes. Motorcycles offer little protection in a crash. NHTSA estimates that 80% of motorcycle crashes injure or kill a motorcyclist, while only 20% of passenger car crashes injure or kill an occupant (NHTSA, 2003, p.3). If you were in a motorcycle crash in Wisconsin in 2008, you were most likely injured – only 425 cycle crashes did not result in injury. The chart below shows that 61% of the motorcycle fatalities and incapacitating injuries occur to individuals between the ages of 35 and 54 years old.

2008 'K' & 'A' Injuries By Age Group



Motorcycling for the vast majority of riders is a seasonal endeavor. Very rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcycle fatalities none-the-less accounted for 15% of total fatalities on Wisconsin roads in 2008. The graph following illustrates when those fatalities occurred and what a large share of the total fatalities, motorcyclists were during those months.

2008 Percentage of Motorcycle Fatalities Compared to Other Fatalities By Month



As discussed in the Impaired Driving section, alcohol is also a significant concern in the motorcycle community. Of the 87 motorcyclists killed in 2008, 37(43%) had a positive Blood Alcohol Content (BAC). The chart following includes crashes in which the motorcycle operator was coded “had been drinking.”

## Performance Goals and Measures

### Motorcycle Crashes

|                  |       |
|------------------|-------|
| 2003-07 Baseline | 2,569 |
| 2008 Current     | 2,829 |
| 2010             | 2,553 |
| 2012             | 2,304 |

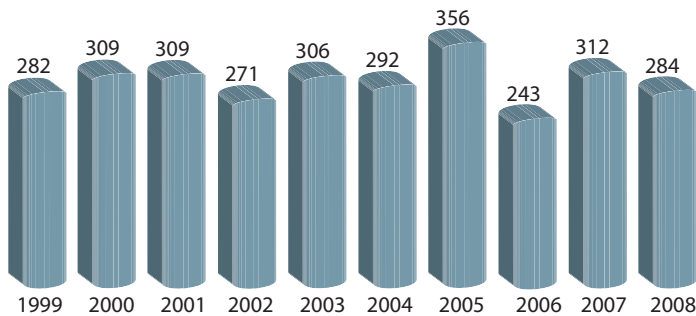
### Combined Fatalities and Serious ‘A’ Injuries

|                  |     |
|------------------|-----|
| 2003-07 Baseline | 816 |
| 2008 Current     | 813 |
| 2010             | 734 |
| 2012             | 662 |

### Motorcycle Injuries

|                  |       |
|------------------|-------|
| 2003-07 Baseline | 2,572 |
| 2008 Current     | 2,725 |
| 2010             | 2,459 |
| 2012             | 2,220 |

Motorcycle Crashes Coded  
“Had Been Drinking”  
1999-2008



As indicated below, the percent of improperly licensed motorcyclists in fatal crashes has increased. Improperly licensed riders often have not received formal training and are lacking in experience.

## Percentage of Improperly Licensed Riders in Fatal Crashes 2000-2008

|      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|
| 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
| 16%  | 20%  | 21%  | 27%  | 26%  | 25%  | 28%  | 46%  | 44%  |

Wisconsin’s Motorcycle Rider Education Program has been a successful program for over 28 years. Four RiderCoach Trainers, 42 Lead RiderCoaches, and over 200 RiderCoaches must be routinely updated and kept current on Motorcycle Safety Foundation (MSF) and Wisconsin Motorcycle Safety Program curriculum and policy and procedure changes as well as quality improvement initiatives. Funding needed by local training sites is expected to increase, creating an additional workload for the Motorcycle Safety Program. The success of the program is reflected in the results of recent surveys, which indicate that 49% of respondents are familiar with our brochures and posters, bumper and helmet stickers, and 23% said the item(s) did make a difference in their attitude.

## Percentage of Riders in Fatal Crashes Not Wearing a Helmet 2000-2008

|      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|
| 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
| 78%  | 79%  | 80%  | 75%  | 75%  | 77%  | 75%  | 77%  | 77%  |

## Program Management

Coordinate, plan, manage, and expand the state Motorcycle Rider Safety Program. Assist the WI Rider Education Program and (WMSP) Wisconsin Motorcycle Safety Program through continued administrative and clerical support to training sites. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.

Collect and analyze data on motorcycle crashes, injuries, and fatalities.

Identify and prioritize the State's motorcycle safety problem areas as well as routinely assess and make improvements to motorcycle safety programs and services.

Evaluate rider education program guidelines, policies & procedures, and curriculum needs.

Collaborate with and act as a liaison between local communities, law enforcement agencies, rider education venues, and various divisions of the DOT.

(402) 2010-70-01-MC \$65,000  
(State 562) 2010-79-01 \$110,000

## Personal Protective Equipment, Conspicuity, and Motorist Awareness

Encourage and educate motorcycle operators and passengers in the use of appropriate protective riding gear through an aggressive communication campaign. Proper gear includes: helmets that meet federal certification standards; appropriate clothing, including gloves, boots, long pants, a durable long-sleeved jacket; and face and eye protection.

(State 562) 2010-79-02 \$15,000

Expand "May is Motorcyclist Safety & Awareness" Month media campaign to encompass the most active segment of the riding season promoting motorists' awareness of motorcycles as well as motorcyclist conspicuity.

(402) 2010-70-02 \$50,000

## Motorcycle Rider Education and Training

Professional Development of RiderCoaches, Lead RiderCoaches, and RiderCoach Trainers through a statewide conference and /or regional Professional Development Workshops. Conduct Lead RiderCoach workshops and Motorcycle Safety Foundation workshops to update RiderCoaches, Lead RiderCoaches, and RiderCoach Trainers in new rider education curriculums. Address current curriculum issues, program quality issues, and establish continuity among the rider training providers as prescribed in the 2007 WI Motorcycle Safety Program Technical Assessment, the MSF, NHTSA, and Trans 129, in FFY 10-11.

(402) 2010-70-03 \$60,000

Provide Scholarships for RiderCoach Trainers and selected Lead RiderCoaches to attend (SMSA) State Motorcycle Safety Administrators conference and/or MSF annual national conferences and workshops or NHTSA conferences during FFY 10-11.

(402) 2010-70-03 \$6,000

WI Motorcycle Rider Education Program: Administer classroom and hands-on rider training programs conducted through the WI Technical College System/funded, Private/Non-Funded, and Rider's Edge training sites, that meets MSF and WMSP requirements for basic motorcycle/scooter, experienced, seasoned, and advanced riders.

(State 562) 2010-79-04 \$404,000

Section 2010 Training and Outreach Incentive Grants are to be used for purchase of training motorcycles, scooters, state-of-the-art EF-Bike Motorcycle Simulator, as well as other training and support equipment and materials.

(2010) 2010-72-06 \$265,000

## Motorcycle Operation Under the Influence of Alcohol or Other Drugs

Produce a motorcycle version of the ZERO In Wisconsin DVD to replace aging alcohol and drug related training-aid/ audio-visual materials and dovetail with the ZERO In Wisconsin initiative. Revise, update, duplicate, and distribute alcohol and drug related informational and educational materials.

(402) 2010-70-02 \$90,000

Expand the 5=ZERO initiative and impaired motorcycle campaign that dovetails with Wisconsin's ZERO In Wisconsin initiative. The 5=ZERO program addresses five specific motorcycle related tasks that need to be accomplished by a rider to minimize the risk of a motorcycle related crash.

(402) 2010-70-02 \$135,000

Produce a motorcycle specific social marketing campaign, such as the Green-Yellow-Red Project that is designed to reduce impaired motorcycle riding and the resulting crashes that perpetuate injuries and fatalities.

(410) 2010-31-02 \$250,000

## Law Enforcement

Communicate the role played by law enforcement personnel in motorcycle safety by acting as a source of information to communities and L.E. agencies. Develop their knowledge of motorcycle crash situations, investigating crashes, and maintaining a reporting system that documents crash activity and supports problem identification.

(402) 2010-70-03 \$20,000

Participate in (HVE) High Visibility Enforcement and deterrence activities where there is the highest occurrence of motorcycle fatalities.

Local, county, and state L.E. participates in statewide motorcycle events promoting the ZERO In Wisconsin and 5=ZERO Initiatives.

(402) 2010-70-05 \$70,000

## Communication

Establish a Mobile Classroom and Training Vehicle to promote all aspects of motorcycle safety, awareness, and training. Integrate motorist awareness and motorcycle safety messages in all forms of Wisconsin Department of Transportation and DMV traffic safety campaigns. Promote proper Class M Endorsement for owners of all on-road motorcycles.

(402) 2010-70-04-MC \$175,000



## Program Evaluation and Data

Evaluate Wisconsin's MREP by analyzing the reportable crash experience of Rider Education graduates and non-Rider Educated riders to determine which group is involved in more crashes. Analyze other factors such as driver records for citations and by model of motorcycle.

Conduct periodic audits of training centers issuing the MV3575 Motorcycle Skills Test Waiver Authorization to ensure the security of the distribution process and accurate record keeping.

Track the use of the safety materials provided, eliminate materials that are not being used.

Evaluate the effectiveness of the funding provided. Develop a method by which activity levels can be measured. Require reporting of attendance at various funded events.

(402) 2010-70-09-MC \$10,000

### Motorcycle Safety - Budget Summary

|               |  |                    |           |
|---------------|--|--------------------|-----------|
| 2010-70-01-MC | Program Management - Federal               | \$65,000           | 402       |
| 2010-70-02-MC | PI&E Alcohol and Awareness                 | \$275,000          | 402       |
| 2010-70-03-MC | Training and Support – Technical - Federal | \$86,000           | 402       |
| 2010-70-04-MC | Training and Support – Community – Federal | \$175,000          | 402       |
| 2010-70-05-MC | Enforcement                                | \$70,000           | 402       |
| 2010-70-09-MC | Evaluation                                 | \$10,000           | 402       |
| 2010-79-01    | Program Management - State                 | \$110,000          | State 562 |
| 2010-79-02    | Protective Gear Promotion PI&E             | \$15,000           | State 562 |
| 2010-79-04    | Training and Support - Community           | \$404,000          | State 562 |
| 2010-31-02-K8 | Training and Support – Technical - Federal | \$250,000          | 410       |
| 2010-72-06-K6 | Equipment                                  | \$265,000          | 2010      |
|               | <b>Total 402</b>                           | <b>\$681,000</b>   |           |
|               | <b>Total 410</b>                           | <b>\$250,000</b>   |           |
|               | <b>Total 2010</b>                          | <b>\$265,000</b>   |           |
|               | <b>Total State</b>                         | <b>\$529,000</b>   |           |
|               | <b>Total</b>                               | <b>\$1,725,000</b> |           |