

Motorcycle Safety Program



Ride Safely. *The Way to Go.*

2008

We envision a future where Oregon's transportation-related death and injury rate continues to decline. During the last 20 years, Oregon's traffic death rate has fallen dramatically. The year 1972 marked Oregon's highest traffic death toll when 737 persons died in motor vehicle crashes in Oregon, amounting to 4.8 people killed per 100 million vehicle miles traveled. By 1983, the statewide traffic death rate was nearly halved to 2.7 deaths per 100 million vehicle miles traveled.

In 2006, 478 reported traffic fatalities occurred and Oregon's highway death rate continued to fall to 1.34 people killed per 100 million vehicle miles traveled, or about 6% below the national average. Oregon's highway fatality rate has been lower than the national average every year since 1999.

Oregon's significant reduction in transportation-related deaths and injuries largely resulted from a public outcry that too many people were dying needlessly, and from citizen demands for tougher laws and more effective programs. Consequently, stricter laws, coupled with aggressive education and public information efforts, have increased safety awareness and encouraged changes in driving behavior. Oregonians have shown a growing confidence in the safety of their transportation system.

Across the nation, motorcycle crashes involving injuries and fatalities are rising. Oregon is no exception. Motorcycle crashes in Oregon have almost doubled from 2002 to 2006. Oregon motorcycle fatalities increasingly involve riders who were not properly licensed (no motorcycle endorsement). These unlicensed riders are not only a risk to themselves, but to other drivers as well.

The majority of Oregon motorcycle fatality crashes are single vehicle, occurring on a rural road on a corner where the rider is going too fast for conditions. Contrary to popular belief, most motorcyclists hurt themselves rather than being hurt by a vehicle turning in front of them.

The TEAM OREGON Basic Rider Training (BRT) course was designed to combat this problem by enhancing the state motorcycle safety training program.

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**Believe it or not,
she’s hard to spot.**

Out on the road, motorcycles can be hard to see. So double check your mirrors and your blind spots before you change lanes. Remember — we’re all out on that road together. And Grandma’s got places to go.

Share the Road. The Way to Go.
Transportation Safety — ODOT



Governor’s Advisory Committee on Motorcycle Safety

The Governor’s Advisory Committee on Motorcycle Safety (GAC-MS) consists of members appointed by the Governor from throughout the state. The committee is charged with the responsibility to advise the Governor and the Transportation Safety Division of the Oregon Department of Transportation regarding motorcycle safety.

The committee reviews, proposes, and makes recommendations concerning motorcycle-related legislation as well as serving as a public forum for motorcyclists. It serves to promote motorcycle safety and inform the public about motorcycling. Other activities include the evaluation of the TEAM OREGON Motorcycle Safety Program, giving guidance to the Transportation Safety Division Public Information and Education effort in motorcycle safety, and to promote motorcycle safety education to the public.

GAC-MS Members

James Stewart, Chair..... Klamath Falls
 Sally Boyd, Vice Chair..... Beaverton
 David Belton.....Corvallis
 June Clark.....Monmouth
 Courtney Olive.....Portland
 Dave Peterson.....Oregon City
 James Wyffels.....McMinnville
 Iris Yeager..... Albany

Mission of the GAC-MS

To protect the safety and welfare of the motorcycle riding public of the State of Oregon.

Objectives

- To review current and proposed legislation and make recommendations regarding such motorcycle safety to the Transportation Safety Division of the Oregon Department of Transportation.
- To evaluate the TEAM OREGON Motorcycle Safety Program and forward the evaluation to the Transportation Safety Division of the Oregon Department of Transportation.
- Promote and improve motorcycle and public safety.
- Provide an open public forum for motorcyclists.
- To conduct hearings, when necessary, on issues involving motorcycle safety.
- It is the responsibility of every committee member to protect the health, safety, and welfare of the general public.

Committee Activities

- Random surveys of the public regarding motorcycle safety issues.
- Promotion of May Motorcycle Safety Awareness Month through acquiring annual proclamations from the Governor and promotion of safe motorcycling and motorist awareness activities.
- Hold public forum meetings throughout the state.

- Active motorcycle legislation participation.
 - Tracking Legislative Bills that deal with motorcycles and motorcycling.
 - Propose Legislation affecting motorcycle safety.
 - Provide testimony and or information for legislation effecting motorcycling.
- Provide guidance to Transportation Safety Division to promote reduction of motorcycle crashes, injuries, and fatal crashes through their media public service campaigns and announcements.

Motorcycles on Oregon Highways, 2003-2006

	1998-2002 Average	2003	2004	2005	2006	% Change 2003-2006
Fatal Crashes						
Number	29	41	34	48	44	4.9%
Percent of fatal crashes	7.0%	9.6%	8.8%	10.6%	10.3%	7.3%
Number of motorcyclists killed	28	44	37	47	45	2.3%
Fatalities						
Percent alcohol-involved fatalities	47.4%	38.6%	31.8%	37.5%	40.9%	6.0%
Percent non-endorsed fatalities	18.2%	15.9%	13.5%	33.3%	14.0%	-11.9%
Injury Crashes						
Number	329	422	455	535	622	47.4%
Percent of injury crashes	1.8%	2.2%	2.5%	2.8%	3.1%	40.9%
Registered Motorcycles						
Number	71,774	86,040	92,158	98,802	108,958	26.6%
Percent of registered vehicles	1.9%	2.2%	2.3%	2.5%	2.9%	31.8%
Helmet Use						
Percent Helmet Use	99.6%	99%	99%	98%	100%	1.0%
Percent Motorcyclists Wearing Non-DOT Helmet	3.6%	4.0%	2.0%	2.0%	3.0%	-25.0%
TEAM Oregon Students Trained	4,392	5,620	5,962	6,707	7,651	36.1%

Source: Crash Analysis and Reporting, Oregon Department of Transportation
 Fatality Analysis Reporting System, U.S. Department of Transportation
 NHTSA Shoulder Harness and Motorcycle Helmet Usage Study, Intercept Research Corporation

The Problem

- Fatal motorcycle crashes represent 10.3 percent of the fatal crashes in 2006 while only representing 2.5 percent of the total vehicles registered in 2005.
- Alcohol was involved in 40.9 percent of motorcycle fatalities in 2006.
- Non-endorsed motorcyclists were involved in 14 percent of motorcycle fatalities in 2006.
- Speed is over-represented in the fatal crashes. Fourteen (14) of forty three (43) in 2006 occurred on corners where the motorcyclist lost control and was unable to make it safely around the corner. Eight (8) crashes were caused by motorcyclists traveling too fast for conditions in 2006.
- The average age of the fatally involved rider increased from 42 in 2005 to 43 in 2006.
- Non-DOT motorcycle helmets are allowed by definition under ORS 801.366. Usage of these non DOT helmets by motorcyclists endangers the health of the wearer, if involved in a motorcycle crash. The 2006 observational helmet use survey showed the percentage of motorcyclists wearing non-DOT helmets increased by 1 percent from 2005.

Goal

- Reduce the fatal traffic crashes that involve motorcycles from 51 in 2007 to 42 by the year 2015.

Performance Measures

- Reduce the number of fatal motorcycle crashes involving riders over 40 years of age from 31 in 2007, to 30 by December 31, 2009.
- Reduce the number of motorcyclist injury crashes from 622, the 2006 level, to 603 by December 31, 2009.
- Reduce the number of fatal motorcycle crashes when the rider was impaired (alcohol and/or other drugs) from 15, the 2007 level, to 14 by December 31, 2009.
- Reduce the number of fatal motorcycle crashes when the rider was exceeding the recommended speed from 10, the 2007 level, to 9 by December 31, 2009.
- Maintain the percentage of helmet use, as measured by both State and Federal Observation Use Surveys, at 100 percent by December 31, 2009.
- Reduce the percentage of motorcyclists using non-DOT helmets from 3.0 percent in 2006 to 2.9 percent by December 31, 2009.
- Continue the 20 present TEAM OREGON Motorcycle Safety Program training site locations and maintain course offerings statewide at 400 in 2009.



Strategies

- Continue the TEAM OREGON Motorcycle Safety Program beginning, intermediate and rider skills practice training courses at 20 different locations throughout the state.
- Continue the motorcycle campaigns in the Transportation Safety Division’s Public Information and Education program, focusing on separating drinking and riding, correct licensing, proper protective riding gear, speed, and rider training for all riders, including riders over the age of 40 that are over represented in fatal and injury crashes.
- Ensure courses are located within 50 miles of 97 percent of Oregon’s motorcycle population and courses are offered within a maximum of 60 days at all course locations, with most locations offering at least one course per month. Site locations in communities with higher populations offer anywhere from two to twelve courses per month.

Project Funding

State Funds (Motorcycle Endorsement Fee)

Oregon State University

TEAM OREGON

Motorcycle Safety Program Project

2007 Funded	\$803,131
2008 Funded	\$846,000

This project provides funding for daily operation of statewide motorcycle safety project. Daily operation includes: Mobile Program courses, instructor training, instructor update workshops, instructor and training location monitoring, site assistance, public information and education activities by staff and instructors (public awareness presentations, fairs, mall shows, Sober Graduation presentations, motorcycle events, etc.) and daily operational functions.

Motorcycle Statewide Services

2007 Funded	\$106,869
2008 Funded	\$63,000

This project funds travel expenses for members of the Governor’s Advisory Committee on Motorcycle Safety. Also, it includes printing, mailing, and distribution costs along with equipment and travel expenses for TEAM OREGON Motorcycle Safety Program.

Federal Funds

Section 2010 - Motorcycle Safety Program Enhancement Project

2007 Funded	\$53,000
2008 Funded	\$77,000

This project provides funding for the enhancement of the state motorcycle safety training program through the purchase of training motorcycles, improvements to the mobile training program, curriculum improvements, and range site lease.

Section 2010 - Statewide Services Program

2007 Funded	\$40,000
2008 Funded	\$50,000

This project provides funding for Public Information and Education contract and campaign materials for the statewide TEAM OREGON Motorcycle Safety Program and the Governor’s Advisory Committee on Motorcycle Safety.

Section 402 - Motorcycle Statewide Services

2007 Funded	\$15,000
2008 Funded	\$0

This project funded travel expenses for members of the Governor’s Advisory Committee on Motorcycle Safety; printing, mailing, and distribution costs for unendorsed rider initiative; and TEAM OREGON Motorcycle Safety Program travel and printing expenses.

Transportation Safety Action Plan

The *Oregon Transportation Plan (OTP)* is one of several modal or multi-modal plans that defines, in greater detail, system improvements, legislative needs, and financial needs. These plans provide guidance for investment decisions that are reflected in the *Statewide Transportation Improvement Program (STIP)*, the *Highway Safety Performance Plan*, and the operating budgets of implementing agencies.

The Transportation Safety Action Plan reinforces the safety goals, policies, and actions of the *OTP* by identifying sixty nine actions to be implemented over the next 20 years and identifying specific implementation strategies for nine key actions that should be in place by the

year 2010. Implementation of the *Transportation Safety Action Plan* will result in a continued significant decline in the rate of deaths, injuries, and economic loss resulting from transportation-related crashes.

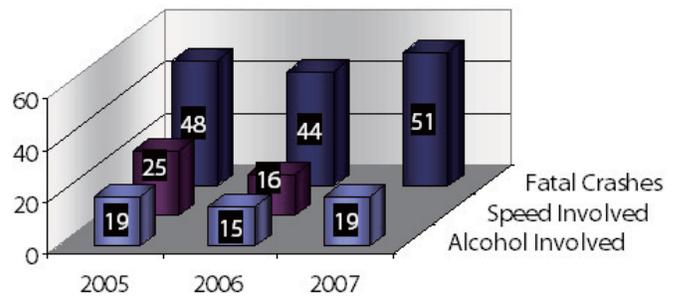
Action #9

Make motorcycle rider education mandatory to age 21 and fund the increase cost by raising the motorcycle endorsement fee from \$7.00 to \$10.00. By 2012, extend requirement to all persons seeking their first motorcycle endorsement. (Mandatory rider education for riders under 21 became law in 1997. The endorsement fee was increased to \$14.00 by law in 1997.)

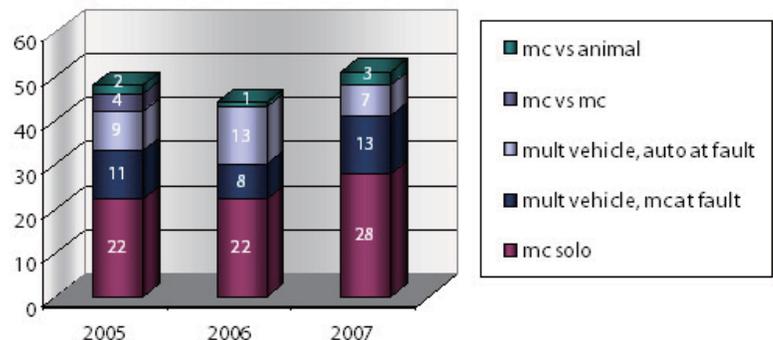
Motorcycle Data

Motorcycle crashes in Oregon have risen from 443 in 2002 to 736 in 2006. There were 44 motorcyclist fatalities in 2006, 200 motorcyclists have died since 2002 and Oregon’s motorcycle fatalities are year-to-date seven fatalities over the same time last year. Clearly, we must do something different than in the past to reverse this deadly trend.

2005-2007 Motorcycle Fatalities in Oregon



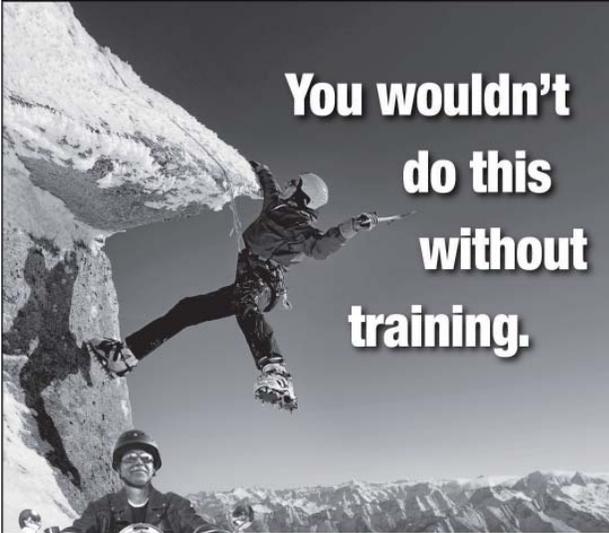
2005-2007 Motorcycle Fatalities by Cause



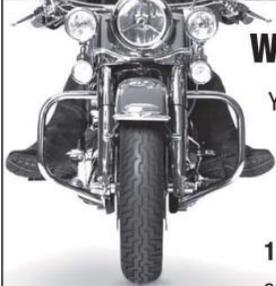


**ADD ALCOHOL
TO YOUR RIDE,
AND THE PARTY'S
OVER.**

Ride Sober. The Way to Go. Transportation Safety — ODOT

**You wouldn't
do this
without
training.**



Why ride without it?

You finally got the bike you've always wanted. Now get the training to protect your investment and yourself. Call TEAM OREGON at **1-800-545-9944** for a class. And save yourself from rough landings.

Ride Safely. The Way to Go.
Transportation Safety — ODOT



Media Campaigns and Education

The public information and education project was designed to address public information and education about motorcycle safety issues. These issues included motorist awareness of motorcycles, drinking and riding issues and safe operation of motorcycles.

A contract was entered into with a public information firm to design, print and distribute motorcycle public information and education materials statewide. A campaign was designed to include an educational radio spot that was distributed statewide. A poster for drinking and riding was distributed to motorcycle-friendly establishments in the Portland Metro area. This same ad was used for a bus wrap in Portland, Salem, Eugene, Medford, Roseburg. A newspaper print public service ad was designed to promote motorcycle training. The print ad was distributed to all daily and weekly newspapers statewide.

This project distributes motorcycle safety messages statewide to both the general public and motorcycle riders.



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