

PARTNERING WITH THE RIDING COMMUNITY

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Perfect Day

Perfect Day - Think! Motorcycle Safety



Agenda

- ❑ Introduction
- ❑ Goal
- ❑ Strategies
- ❑ Conclusion

Introduction

◎ AMA

- Founded in 1924, the American Motorcyclist Association's (AMA) mission is to protect the future of motorcycling and promote the motorcycle lifestyle.
- Headquartered in Pickerington, Ohio (outside Columbus), the AMA has a fulltime staff of about 80 people involved in all facets of motorcycling.

◎ My background

- Motorcycle rider since 1970
- MSF-certified instructor for 10 years with Motorcycle Ohio
- Joined AMA government relations department in 2001

Goal

- ◎ Riding Zero Fatalities to a Reality
 - Who has responsibility for motorcyclists' safety?
 - How do we get to zero fatalities?
 - What actions can we take, individually and collectively, to reduce crashes involving motorcycles?

Strategy - Rider Education

- ◎ Illinois Cycle Rider Safety Training Program (2011 figures)
 - Free to all Illinois residents!
 - Funded by 27% of motorcycle registration fee (\$8.10); motorcycle/motor-driven cycle endorsement/renewal (\$5.00)
 - Trained 20,803 novice students
 - Annual budget of \$4,663,791

Source: MSF Cycle Safety Information

<http://msf-usa.org/Downloads/2012-Rider-Ed-Programs-CSI.pdf>

Strategy - Rider Education

State	Novice Students	Cost (\$)
California	61,709	150/250
Florida	46,533	199
Texas	45,357	195
Pennsylvania	23,024	FREE
Illinois	20,803	FREE
Washington	18,325	50/125/250
New York	18,076	275-300
Virginia	16,000	125 (avg)
Ohio	13,500	25
Michigan	12,626	25
Wisconsin	10,478	varies
Oregon	10,286	179

Source: MSF Cycle Safety Information

Strategy - Rider Education

◎ Supporting the CRST program

● Protecting program funding

- ABATE of Illinois sued to recover \$1.2 M in funds taken by Gov. Rod Blagojevich

<http://www.sj-r.com/x1138517188/Supreme-Court-OKs-fund-sweeps-to-balance-state-budget>

● Rider training sites

- In 2011, Pennsylvania HB-563 exempts from liability landowners who provide property for approved motorcycle training courses

<http://www.legis.state.pa.us/cfdocs/billInfo/billInfo.cfm?sYear=2011&sInd=0&body=h&type=b&bn=563>

Strategy - Advisory Committee

- ⦿ Experienced motorcyclists who volunteer to serve on legislative, regulatory or executive advisory committees
 - California Motorcycle Safety Program Advisory Committee
 - Oregon Governor's Advisory Committee on Motorcycle Safety

http://www.oregon.gov/ODOT/TS/pages/gac.aspx#Committee_Introduction

Strategy - SHSP

- ◎ Strategic Highway Safety Plan (SHSP)
 - Stakeholders include those involved in planning, designing, constructing, operating, and maintaining the roadway infrastructure (Engineering), modifying road user behavior and preventing injury (Education and Enforcement), and also controlling injury (Emergency Medical Service), otherwise known as the “4 E”s”
<http://www.dot.il.gov/illinoisSHSP/default.html>
 - Ohio experience
<http://www.dot.state.oh.us/Divisions/Planning/SPPM/MajorPrograms/Safety/Pages/StateSafetyPlan.aspx>

Strategy - Legislative

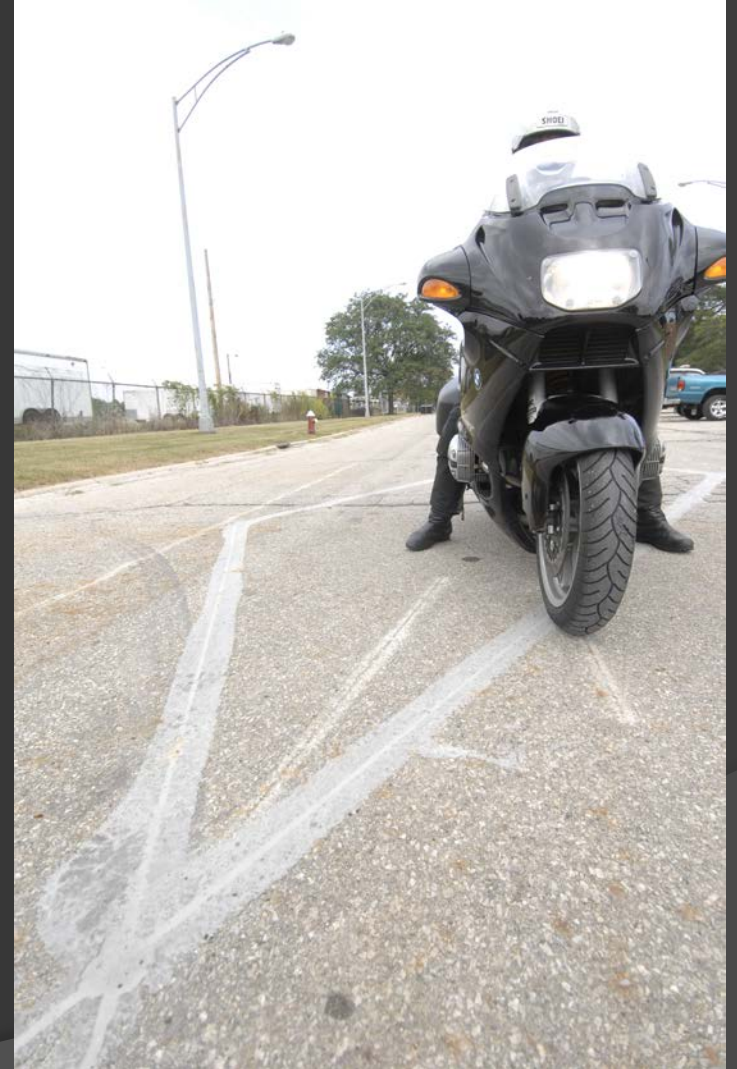
- ◎ State Motorcyclists' Rights Organizations (SMROs)
 - Active at local, state and federal level on issues related to on- and off-highway motorcycling and ATVs
- ◎ ABATE of Illinois (<http://www.abate-il.org>)
 - Very effective in Springfield
 - Partnering with IDOT and other agencies

Strategy - Legislative

- ◎ Traffic-actuated signals
 - Problem – motorcycles and bicycles stuck at traffic-actuated signals
 - Solution - 2011 IL HB-2860 and IL S-2528, resulting in Public Act 097-0627
 - Permits motorcyclists and bicyclists to proceed with caution through a stuck red light following a 120 second (2 minute) wait

Strategy - Administrative

- ◎ Traffic-actuated signals
 - OH DOT experience
 - Field testing and research
 - Redesign of loops
 - Single point of contact



Strategy - Community Organizations

◎ Safe Communities

- US DOT / NHTSA program

<http://www.nhtsa.gov/Driving+Safety/Safe+Communities/About+Safe+Communities>

- Community coalition of state and local agencies, law enforcement, non-profits, medical and academic groups, etc.
- Examples (from Ohio):
 - Franklin County Safe Community Coalition
 - Franklin County Fatality Review Board

Strategy - Education

◎ ABATE of Illinois Motorcycle Awareness Program

- Developed with the new and inexperienced driver in mind, and teaches them how to look for, and interact in traffic with motorcycles.
- Takes one full class period to present and consists of a video, oral presentation, question and answer session, and a short quiz.

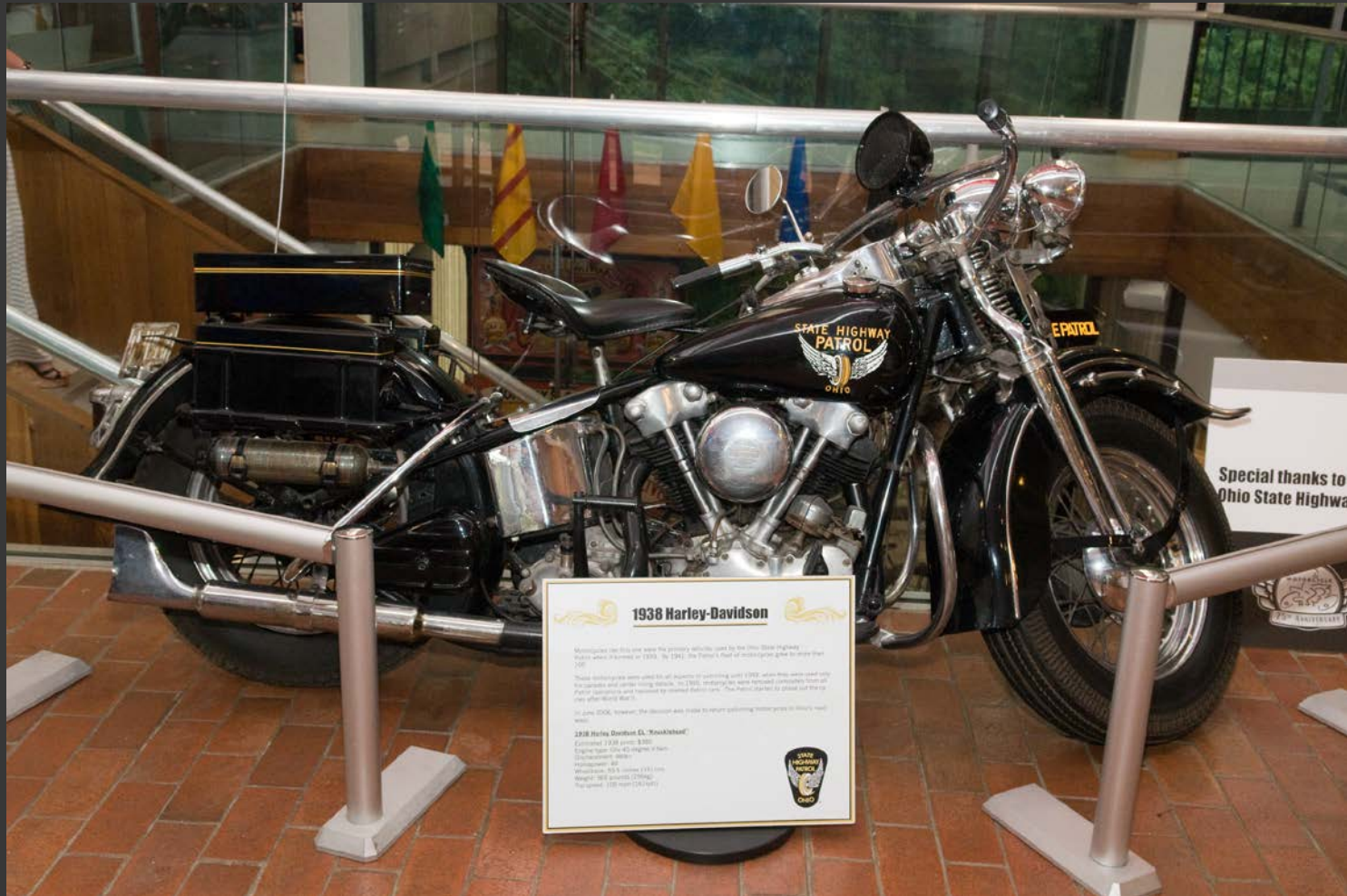
<http://www.abate-il.org/safety/safety.htm>

Strategy - Publicity

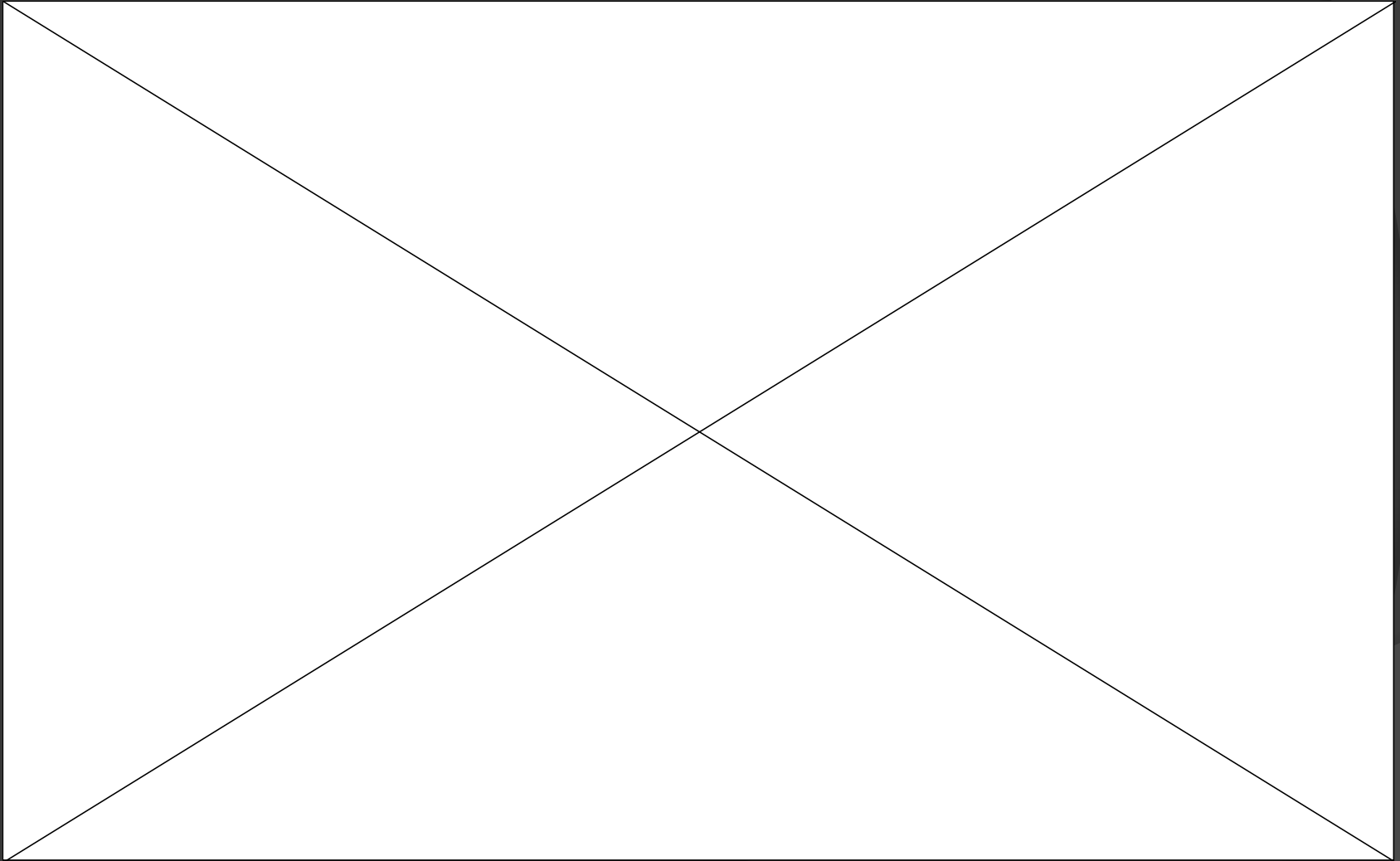
- ◎ May as “Motorcycle Awareness Month”
 - Illinois General Assembly resolution (HR-0247 and SR-0278)
 - Local proclamations
 - Using media (broadcast, print, and social) to raise awareness

<http://www3.illinois.gov/PressReleases/ShowPressRelease.cfm?SubjectID=2&RecNum=11151>

Strategy - Publicity



Strategy - Publicity



Strategy – Law Enforcement

- Inviting motor officers to riding events to showcase riding skills



Final Strategy - Conspicuity

- If all else fails, paint your motorcycle like an Illinois State Police motor unit



Conclusion

From the “You just can’t make this stuff up” file:



“I didn’t know you were a cop!”

- Driver’s statement just moments before receiving a traffic citation for turning left in front of Ohio State Highway Patrol motor officer, Sgt. Steven Click and nearly causing him to crash his duty bike.