

Motorcycle Crashes Emphasis Area



- Jim Morrow, Director Montana Motorcycle Rider Safety (MMRS)
- Terry Funk-Montana, Rider/Coach/Trainer, MMRS
- Sgt. Greg Amundsen- City of Missoula Police Department

Team Members

Team is made up of safety stakeholders interested in reducing these crashes

Partners include:

- Kristen Thatcher - Motor Vehicle Division-Department of Justice
- Sheila Cozzie - Cultural Liaison- MDT
- Carl Lawson - Missoula H.O.G.S chapter
- Greg Heintz - Missoula Gold Wings chapter
- Tina Schmaus - Missoula BMW Chapter
- Bobbi Perkins - Injury Prevention- Department of Health & Human Services
- Kraig McLeod - Traffic & Safety Engineering-MDT
- Sgt. Drew Brown - MHP
- Sam Miller - Trauma Bozeman Deaconess Hospital



Purpose of Emphasis Area Team

**Reduce motorcyclist fatal and
incapacitating injury crashes**



Targets

- Reduce the five-year average number of motorcyclist fatalities from 30 in 2010 to 23 by 2015.
- Reduce the five-year average number of motorcyclist fatalities and incapacitating injuries from 192 in 2010 to 149 by 2015.
- Reduce the five-year average number of fatalities for motorcyclists not wearing helmets from 18 in 2010 to 14 by 2015.

Emphasis Area Strategies

MC-1: Develop & Distribute Educational Information and Training to Young, New, and Returning Riders

MC-2: Cross Cutting Partnerships

MC-3: Review Best Practices and Countermeasures



MC-1: Develop & Distribute Educational Information and Training to Young, New, and Returning Riders

Media/Outreach-

- Updated MMRS training brochures
- TV, Radio and Print – MMRS training announcements
- Billboards /Window clings – Watch for Motorcyclist
- Provided MMRS training information at Teen Driver Awareness
MMRS - Rider/Trainers
- Provide motorcycle safety education and information at community rider & dealership events -
MMRS- Rider/Trainers



Montana Motorcycle Rider Safety Authority

- Montana Code Annotated: 20-25-1001 through 1007. 61-5-106, 107, 110
- Board of Regents of Higher Education
- MSU-Northern

MMRS is funded solely by a percentage of motorcycle endorsement fees, one time vehicle registration fees and class tuition fees. NO other revenue stream. Class registration fee covers ~ 47% of cost of program.

MDTs - State Highway Traffic Safety program grant funding has been used to acquire replacement training motorcycles



Three Training Curricula

- Basic Rider Course (BRC)
- Basic Rider Course 2 (BRC2)
- Advanced Rider Course (ARC)



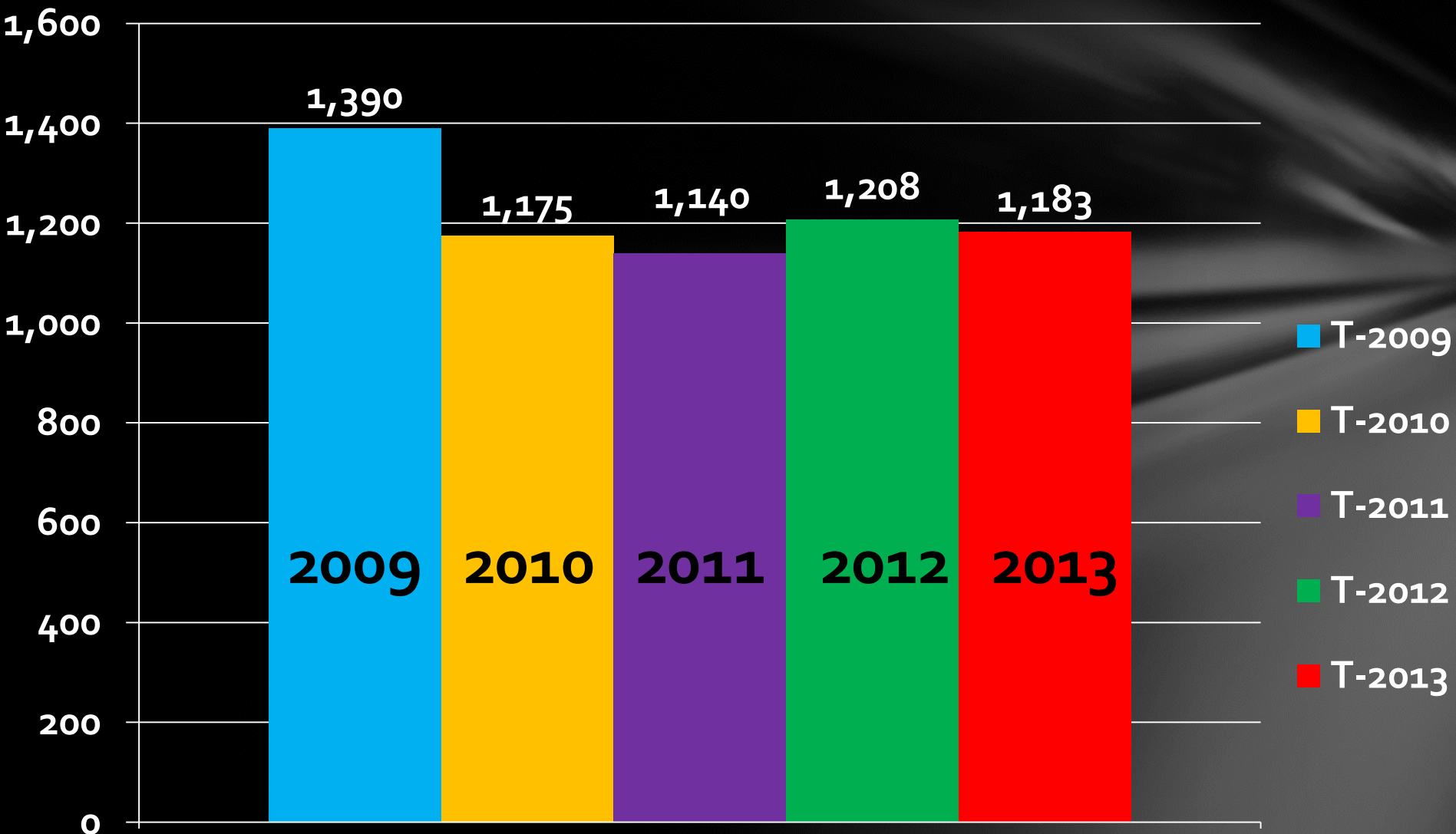
Basic RiderCourse (BRC)

For novice or beginning riders, Basic RiderCoursesm students will spend approximately 5 hours in the classroom learning skills needed to ride safely and about 10 hours on the riding range applying those new skills to practical motorcycle riding.

For license endorsement, the motorcycle riding skill test is waived for students that successfully complete the Basic RiderCoursesm.

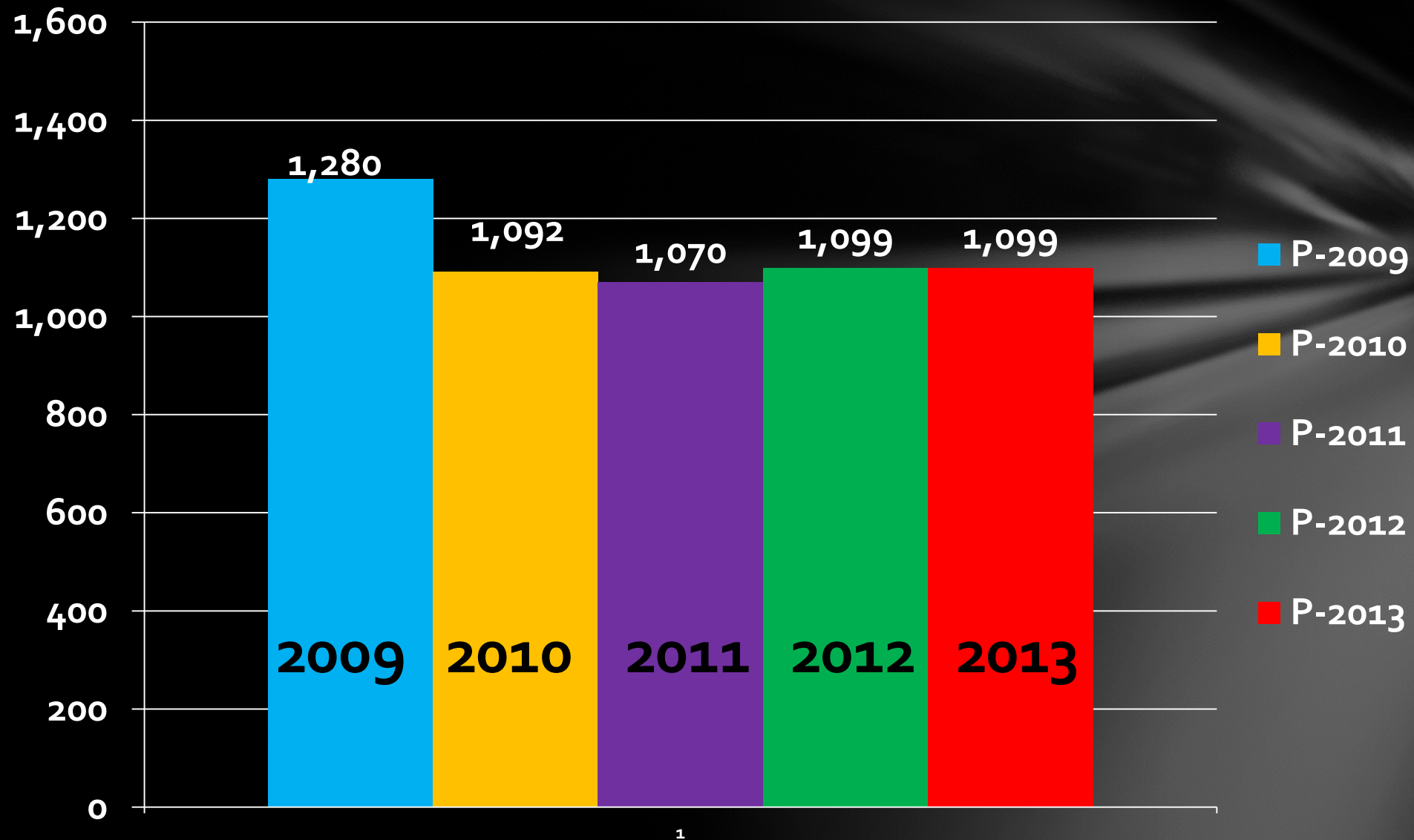


BRC Students Trained



Data Source: MMRS 2013

BRC Students Passed



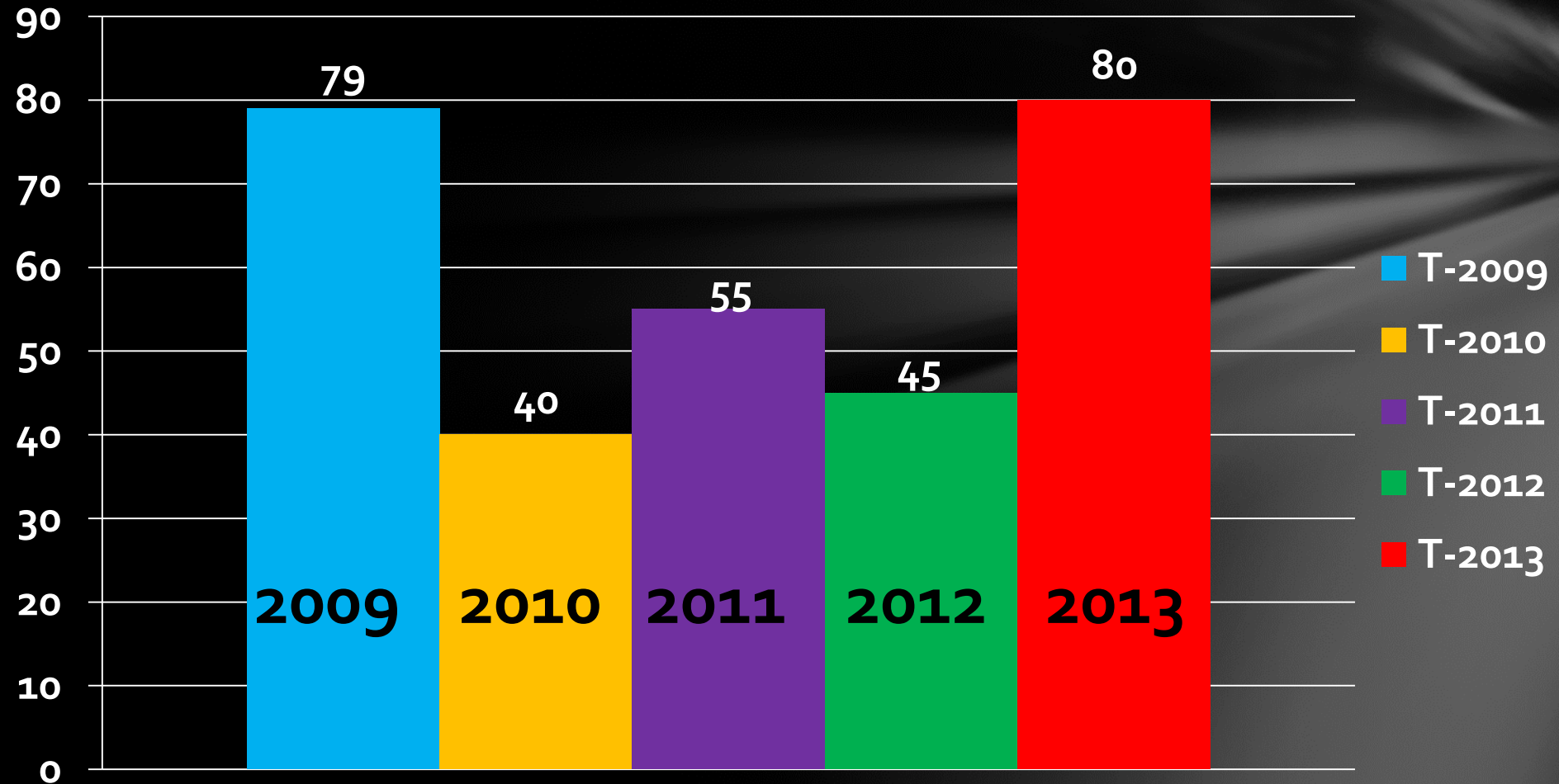
Data Source: MMRS 2013

Basic RiderCourse 2 (BRC 2) formerly called the Experienced Rider Course (ERC)

This rider safety class is designed for experienced riders with recent street riding experience in a variety of traffic situations - one year or 3,000 street miles is highly recommended. Even if you have been riding for years, there is always something new to learn to help you ride more safely and enjoy motorcycling more. For license endorsement, the motorcycle riding skill test is waived for students that successfully complete the Basic RiderCourse 2sm.

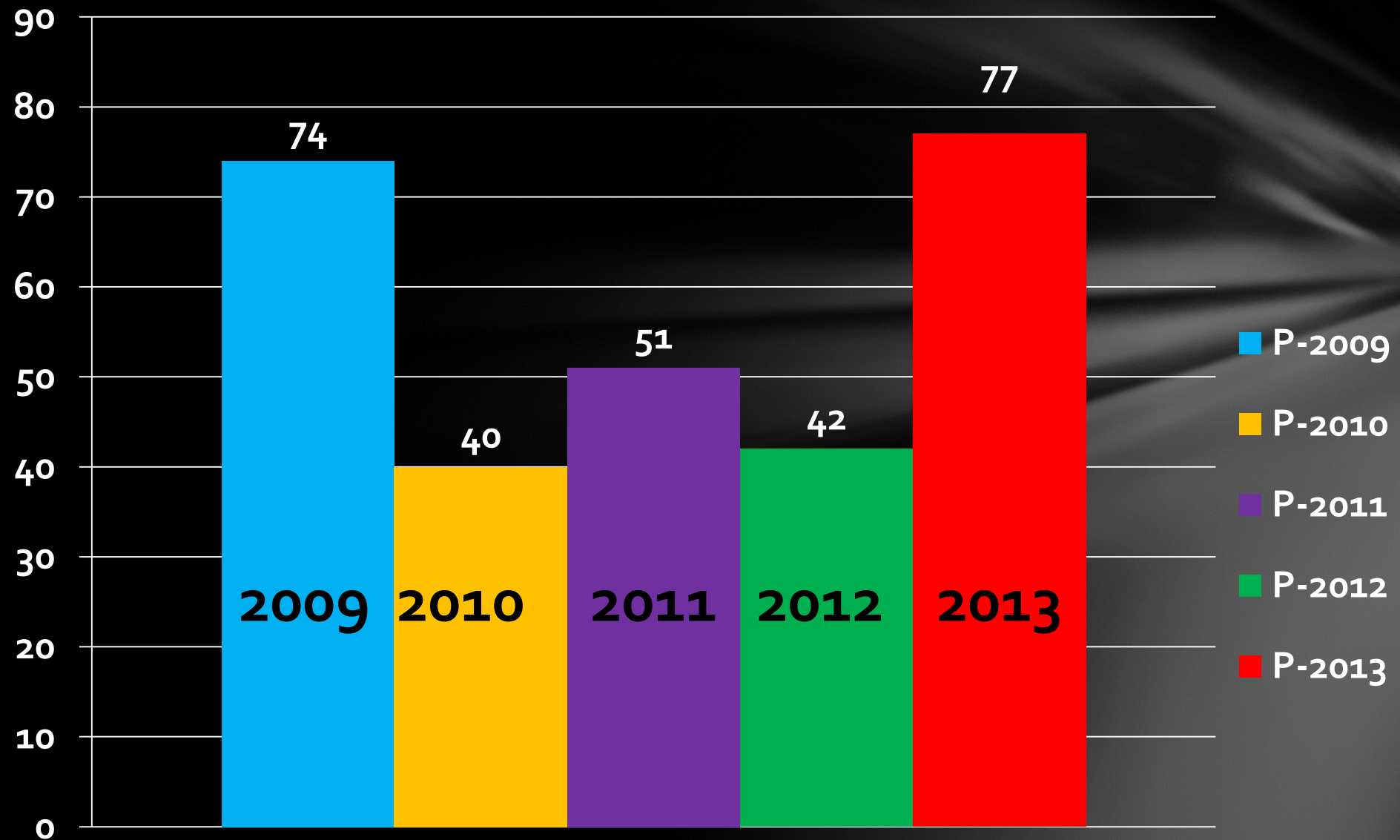


BRC 2 Students Trained



Data Source: MMRS 2013

BRC 2 Students Passed



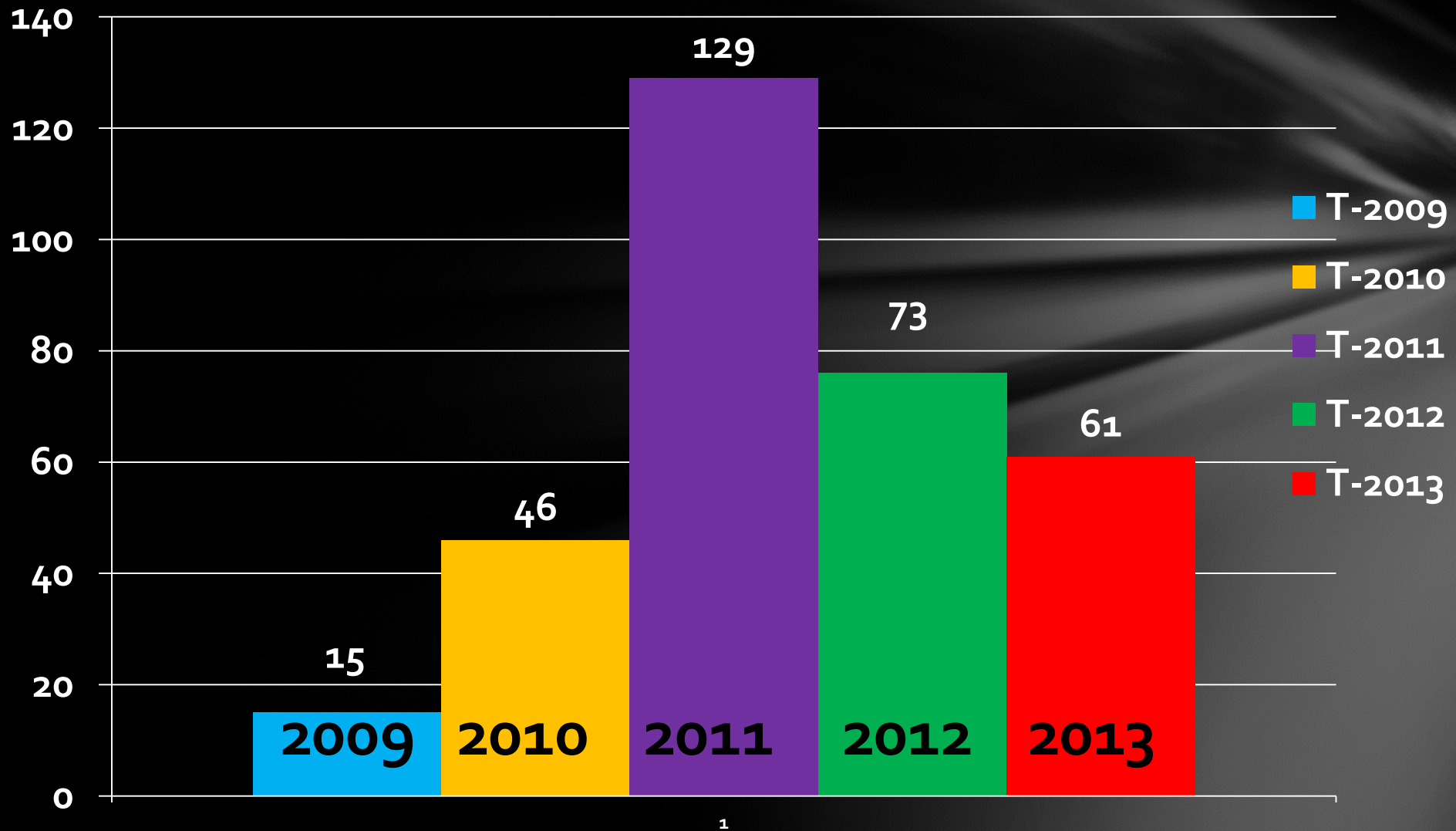
Data Source: MMRS 2013

Advanced RiderCourse (ARC)

If you are a seasoned rider with several years and lots of miles under your belt, step up to the new Advanced RiderCoursesm! This new course emphasizes self-assessment, risk management, rider behavior, riding strategies and overall skill development. Although this course is based on sport bike riding techniques, it can improve the safety awareness of any rider who chooses motorcycling as a serious form of transportation.

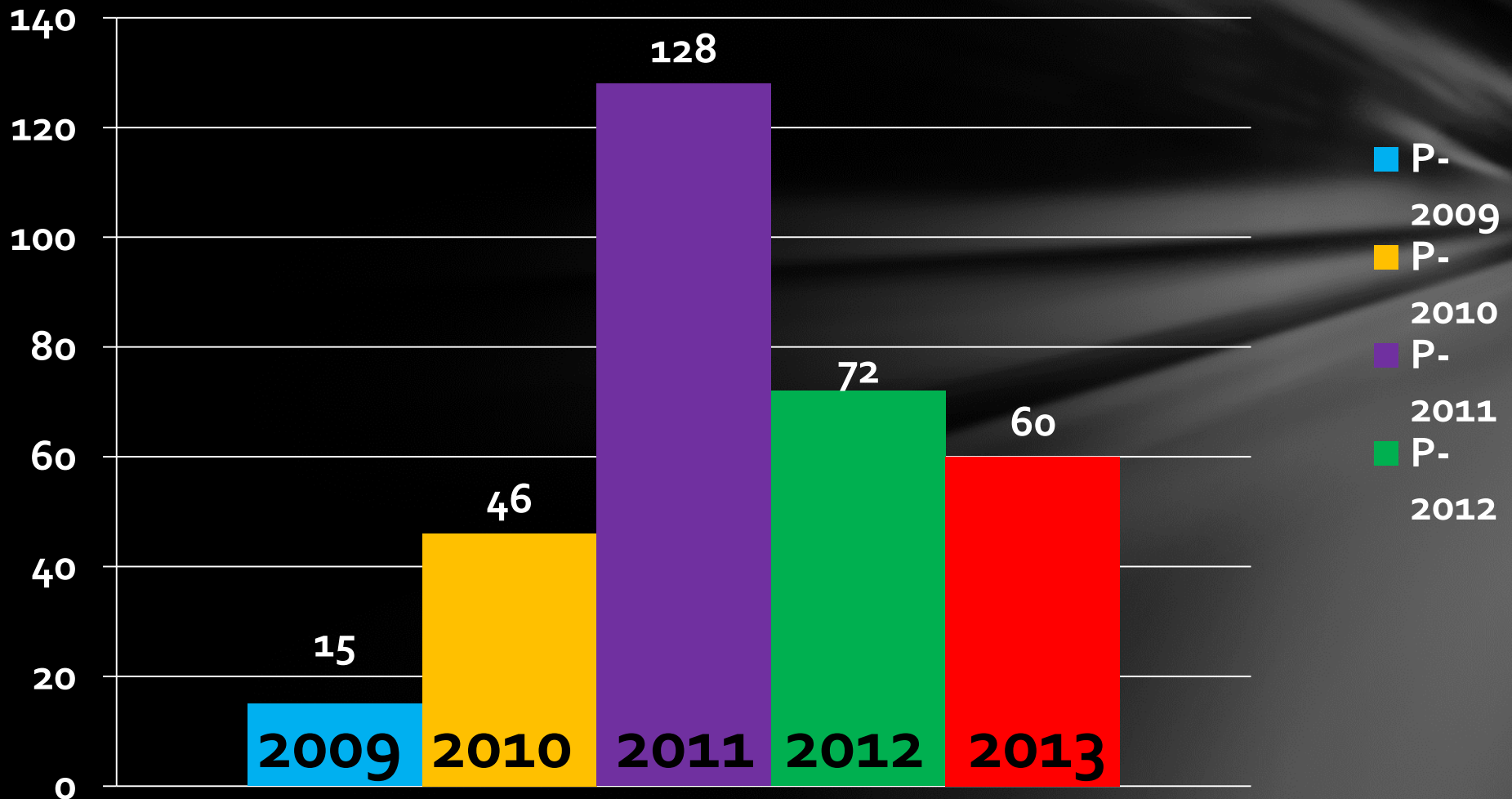


ARC Students Trained



Data Source: MMRS 2013

ARC Students Passed



Data Source: MMRS 2013

MMRS Staffing & Sites

- 42 RiderCoaches in Montana
- 11 which are Advanced Rider Coaches
- 8 training sites across Montana in 2013
 - Lost Billings site to another safety training program



MC-2: Cross Cutting Partnerships

Expand and coordinate events and safety awareness opportunities among motorcycle dealers and rider groups.



- Coordinated 2013 Governor's May is Motorcycle Safety Awareness Month public announcement
- Coordinated with Missoula's Mayor on *May is Motorcycle Safety Awareness Month* proclamation.
- Provided updated training brochures to dealerships and Motor Vehicle Division's Licensing Stations

MC-3: Review Best Practices and Countermeasures

Review of best practices and countermeasures

- Consider and research what countermeasure would work in Montana to reduce Motorcycle Crashes
 - Rumble strip policy
 - MDT Road Reports



Next Steps

- Statewide Safety Poker Run for 2015, using rest areas
- Judicial system education
 - Motorcycles as means of transportation, not just a recreational vehicle – one time licensing
 - Alternative sentencing - safety courses and or gear purchase
 - Reporting offenses and crashes
- Enhance emphasis on wearing safety gear all the time vs. just helmets
- Working with OPI to introduce motorcycle riding as part of driver education.
 - Part of the tiered approach to licensing?
 - Separate the skill sets of learning to navigate roadways as a motor vehicle driver and learning to operate a motorcycle.
- Develop Facebook site

Questions/Comments

Interested stakeholder or have an expertise in reducing Motorcycle crashes and would like to join the group please contact:

Jim Morrow, MMRS at james.morrow@msun.edu or 1-800-922-BIKE



**MONTANA
MOTORCYCLE
RIDER SAFETY**

1-800-922-BIKE

Montana Motorcycle Rider Safety

Registered



Trained



Endorsed



Four wheels move the body.
Two wheels move the soul.