

UNITED STATES OF AMERICA  
NATIONAL TRANSPORTATION SAFETY BOARD  
OFFICE OF ADMINISTRATIVE LAW JUDGES

\* \* \* \* \*  
In the matter of: \*  
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PUBLIC FORUM ON \*  
MOTORCYCLE SAFETY \*  
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\* \* \* \* \*

NTSB Board Room and Conference Center  
429 L'Enfant Plaza  
Washington, D.C. 20024

Wednesday,  
September 13, 2006

The above-entitled matter came on for hearing,  
pursuant to Notice, at 8:00 a.m.

BEFORE: DEBORAH A. P. HERSMAN, Chairwoman  
DR. VERN S. ELLINGSTAD  
BRUCE MAGLADRY  
DR. JANA PRICE

## APPEARANCES:

Technical Panel:

DENNIS COLLINS  
 DOUG BRAZY  
 DANIELLE ROEBER  
 HENRY HUGHES  
 DR. RAFAEL MARSHALL

Panel: Training and Licensing

RAY OCHS, EdD, Motorcycle Safety Foundation  
 JAY JACKSON, ABATE of Indiana  
 STEVE GARETS, TEAM OREGON  
 RON THOMPSON, Wisconsin Department of Transportation  
 and State Motorcycle Safety Administrators  
 BRETT ROBINSON, Highway Safety Services

Panel: Public Education/Awareness

DEAN THOMPSON, Motorcycle Safety Foundation  
 WAYNE WIERSON, ABATE of Iowa  
 CHAD BURNS, Georgia Department of Driver Sciences and  
 The State Motorcycle Safety Administrators  
 DAVID SNYDER, American Insurance Association

Panel: Rider Impairment

JOHN BRICK, PhD, MA, FAPA, Intoxikon International  
 DIANE WIGLE, National Highway Traffic Safety  
 Administration  
 MAJOR DANIEL LONSDORF, Wisconsin Department of  
 Transportation  
 ED MORELAND, American Motorcyclist Association

Panel: Future Directions

MARILENA AMONI, National Highway Traffic Safety  
 Administration  
 ED MORELAND, American Motorcyclist Association  
 TIM BUCHE, Motorcycle Safety Foundation  
 COLONEL JIM CHAMPAGNE, Governors Highway Safety  
 Association

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(8:15 a.m.)

CHAIRWOMAN HERSMAN: Good morning, and welcome back to the NTSB Conference Room.

We're ready to begin with our fourth panel on driver -- rider-training and education. One of the things that I'd like to ask our panelists, since we have quite a few of them, if you could try to limit your comments to 10 minutes so we can leave time for questions, that would be helpful. Thank you very much.

And, Dr. Price, would you please introduce the panel?

DR. PRICE: Thank you, Member Hersman. This morning's panel will be on training and licensing. The presenters in order will be Dr. Ray Ochs from the Motorcycle Safety Foundation, Mr. Jay Jackson from ABATE of Indiana, Mr. Steve Garets from TEAM OREGON, Mr. Ron Thompson from the Wisconsin Department of Transportation, and Mr. Brett Robinson from Highway Safety Services.

Our NTSB Technical Panelists will be Mr. Dennis Collins, Mr. Doug Brazy and Ms. Danielle Roeber.

We'll begin with Dr. Ochs.

DR. OCHS: Thank you, Dr. Price. Good morning.

Let me first acknowledge the thousands of MSF rider coaches and rider coach trainers who bring our products to life. We certainly want to reinforce the fact that we

1 appreciate their efforts and want to honor what they do.

2 My purpose today is to briefly explain the MSF rider  
3 education and training system. The MSF has been establishing  
4 nationally recognized standards for safety education training  
5 since it was founded in 1973. Well over 3 million participants  
6 have been trained with the MSF curricula, and the annual total  
7 now exceeds 350,000.

8 MSF curricula is used in 47 states and the military  
9 worldwide, including bases in states using other curricula.

10 Additionally, the MSF administers motorcycle riders  
11 education programs in four states. Worldwide, there are over  
12 7600 rider coaches and 227 rider coach trainers, and there are  
13 807 training providers and 1,650 training sites.

14 Over its 33 years, the MSF has published four learn  
15 to ride curricula. There was a 1974 beginning rider course,  
16 the 1976 motorcycle rider course, the 1986 motorcycle rider  
17 course riding street skills, and the 2001 basic rider course.

18 In 1996, a curriculum development team was formed to  
19 take a fresh look at updating course. The two key questions  
20 were what is the best development process and what should the  
21 new curriculum look like. Primary considerations were  
22 effectiveness, efficiency and universal acceptance.

23 A rider education and training system development  
24 oversight team was established in 1998. It consists of 11  
25 members with multiple areas of expertise. Through the

1 development period, it included more than 70 invested and  
2 divested members.

3 Let's hear from Dr. Jim Heldeman (ph.), one of those  
4 members and was recently hired as MSF staff.

5 DR. HELDEMAN: We were tasked with the responsibility  
6 of helping riders to develop a strategy for effectively  
7 managing the risks and challenges of safe riding. We wanted to  
8 do this by giving them an experience and practice in the skills  
9 that would mirror as much as possible the real world that  
10 riders face. This was undertaken through a truly unique  
11 process called RETSDOT, and in the RETSDOT process, experts  
12 from a number of areas of expertise were brought together to  
13 assess the situation and build the best curriculum possible.  
14 This was very much an inclusive process, and it was unique in  
15 two significant ways.

16 First of all, it brought together experts from both  
17 inside and outside of MSF. The advantage here was that the  
18 outsiders brought a broad perspective of experiences, and this  
19 was combined with the views and experiences of MSF staff.

20 Second, it was a blending of the theoretical and the  
21 practical. The discussions had to consider any number of  
22 pertinent perspectives, all represented by the expertise  
23 individuals had in backgrounds such as traffic safety,  
24 instructional design, adult learning, student centered  
25 learning, motor skill development, brain based learning,



1 program administration. We had experts from legal and policy,  
2 experts in training delivery and facilitation, and especially  
3 experienced safe riders.

4           During RETSDOT, we assessed the issues and came up  
5 with a concise and valid training proposal, and I'm proud to  
6 have contributed to the concept design, the material  
7 development and even as a participant during the pilot test and  
8 skill testing on the range.

9           The result has been the basic rider course,  
10 comprehensive and fully validated training course.

11           DR. OCHS: Thank you, Jim. Under the guidance of  
12 this team, MSF moved from a two-course structure to a system  
13 approach that considered lifelong learning and safety renewal  
14 with multiple courses, modules and training opportunities.  
15 System characteristics included comprehensiveness, multiple  
16 entry points, new opportunities for rider coaches, reciprocity  
17 and flexibility for jurisdictions, some states, the military  
18 and other providers are able to meet their administrative rules  
19 and regulations.

20           Here's Rob Gladden, Project Manager for MSF to tell  
21 us more.

22           MR. GLADDEN: The California Motorcyclist Safety  
23 Program is the largest state training programs in the country.  
24 Something new we have for 2006 is the premier program. This  
25 was developed by the Motorcycle Safety Foundation at the

1 request of the State Agency. What we did is take the MSF basis  
2 rider course and added exercises to it from our experienced  
3 rider course, specifically on braking, cornering and multiple  
4 curves, so students would have more time on the range for  
5 developing those crucial skills.

6 We also added to the classroom additional discussion  
7 for proper safety gear. We added the MSF group ride module so  
8 that the students would have a better understanding of how to  
9 ride safely in a group with their friends, and another key  
10 component is the addition of the MSF Ride Straight module  
11 featuring the fatal vision goggles. This gives an expanded  
12 time in the classroom with the students learning the negative  
13 effects of alcohol on motorcycling as each of them experience  
14 the fatal vision goggles so they can get a better understanding  
15 of what it's so important to avoid alcohol and motorcycling.

16 DR. OCHS: Thank you, Rob. To make course results  
17 rigorously relevant, two university-accepted frameworks for  
18 instructional systems design were used. One, ADDIE initially  
19 developed by the U.S. Air Force and common practice in many  
20 program-training environments. The other, developing a  
21 curriculum or DACUM which uses a storyboard technique to gain  
22 consensus from subject matter experts.

23 The team concentrated on four key areas to insure  
24 fundamentally sound and effective processes. Past research and  
25 experience in the principles of safety and risk management,

1 adult learning development and motor skills development.

2           Breadth of curriculum is concerned with the  
3 comprehensiveness of offerings. Depth is concerned with the  
4 moment-to-moment interactions of content, learners and rider  
5 coaches. Important for a quality result is a clear  
6 understanding of how people learn and how this learning best  
7 transfers to the real world.

8           Here's a look at the breadth and depth of the MSF  
9 system with its preliminary programs, hands on programs,  
10 classroom programs and other training opportunities. Most  
11 initiatives focus on the second column, the hands on programs.

12           For depth, it's important to have contemporary  
13 instructional techniques to provide a more flexible and  
14 collaborative learning environment. Better than standard  
15 delivery presentation methods are interactive learner center  
16 methods. The system permits multiple entry points with the  
17 basic rider course as a typical starting point for most  
18 perspective riders. The progressive hands on learning  
19 experiences are complimented by a host of series of products  
20 that support safety renewal and lifelong learning.

21           The rider courses. The basic rider course for BRC  
22 consists of 5 hours of classroom activities with 11 training  
23 aids plus 9 bonus simulations, and has 10 hours of riding  
24 exercises. It has an additional practice module, accommodates  
25 a split schedule, and has a formal remedial training component.

1 Successful completion often leads to a skill test waiver as end  
2 of course testing is more rigorous than typical license testing  
3 plus riders get the advantage of learning key safety strategies  
4 for success on the road.

5           The MSF experienced rider course consists of three  
6 separate rider courses, skills practice, license waiver and  
7 skills plus. It compliments the BRC and can be a refresher  
8 type entry point for riders already possessing basic skills.  
9 The suite accommodates riders with permits, allows the use of a  
10 personal training motorcycle, doesn't require minimum wait time  
11 or miles traveled for enrollment, permits passengers to  
12 participate and can be a license waiver function.

13           The unique design feature of the skills plus rider  
14 course, the plus refers to the capability to compliment the  
15 core program with extra learning activities or modules, such is  
16 those from the host an event series. This allows rider coaches  
17 to meet the needs and provides additional flexibility for  
18 providers.

19           When involved with RETS, learning never stops. The  
20 skill and enhancement rider courses in development should be  
21 released in 2007. It will reinforce skills especially as they  
22 relate to cornering and collision avoidance techniques, and  
23 will include discussions that address cognitive and attitudinal  
24 aspects of riding.

25           Also in development is the on road rider course. It

1 will provide practical application of street strategies and  
2 skills.

3           Now for the host an event series which are outreach  
4 programs that are for public use. Cars, motorcycles and a  
5 common road is a motorist awareness program. It informs  
6 motorists how to safety share a road with motorcyclists. It's  
7 a popular item for driver education programs.

8           Riding straight addresses alcohol and riding tasks.  
9 The unique feature is the use of the fatal vision simulator  
10 goggles as a novel and memorable experience that drives home  
11 the importance of riding unimpaired.

12           A guide to group riding is geared toward  
13 motorcyclists who would like to learn more about safely riding  
14 with others.

15           Seasoned riders is our most recent module. It's a  
16 program for older age motorcyclists, whether new or returning,  
17 and it highlights techniques to correct or compensate for the  
18 effects of aging. It includes a check for vision acuity and  
19 reaction time and has several other learning activities that  
20 are fun and engaging, all with a safety message. And it can  
21 help riders get into hands on training.

22           Under development is the rider perception module. It  
23 is being designed to help riders quickly identify collection  
24 traps. It will use road signs and traffic scenes to  
25 demonstrate how quickly the eyes and mind can work. For

1 example, did you catch it? Did you identify no right turn?  
2 Here's another chance. Did you identify the school zone sign?  
3 Let's try a couple of traffic scenes. Did you pick out what's  
4 most critical? A vehicle could enter your space from either  
5 side, and one more, payment skid marks warn of a prior problem.  
6 This module used traffic scenes that are a common collision  
7 traffic spots as shown in crash data. It will show how quickly  
8 the eyes and mind work to help us prioritize if we pay  
9 attention.

10 Now for rider coach certification, here you see the  
11 requirements to insure as certification requirements should,  
12 that publicly acceptable standards of accountability and  
13 integrity are met. These minimum requirements and MSF -- these  
14 are minimum requirements and MSF encourages internship and  
15 mentorship programs.

16 Rider coach trainers serve to train the trainer  
17 function and they have additional requirements. Each trainer  
18 has a portfolio that includes records of their activities and  
19 reflective statements regarding their professional development.

20 We wholeheartedly support continuing professional  
21 development and this takes many forms. Noteworthy here, items  
22 such as the MSF quarterly publication, "Safe Cycling," annual  
23 learning centers and rider coach trainer clinics are held at  
24 various locations around the country, the online resource guide  
25 that contains newsworthy items and best practices, and the

1 curriculum list, an online form for rider coach curricular  
2 discussions.

3           Here's a look at the online resource guide web page.  
4 Note the library, which is an expansive source of reference  
5 materials, best practices which are currently 118 and the  
6 rider's education recognition program or RER, which contains  
7 documents for becoming an MSF recognized provider.

8           Let's hear a moment from Dr. Sherry Williams,  
9 Director of MSF Quality Assurance and Research Department.

10           DR. WILLIAMS: The Quality Assurance and Research  
11 Department supports training systems through both summative and  
12 formative evaluation efforts where we measure intermediate  
13 outcome such as the needs and interest of riders, gains in  
14 knowledge and skill and rider coach satisfaction.  
15 Additionally, we gather data on graduate experiences after the  
16 BRC, and we also evaluate suggestive curricular changes.

17           DR. OCHS: Thank you, Sherry. One of the research  
18 initiatives was an expert review of the basic rider course.  
19 Four subject matter experts provided an analysis from  
20 applicable disciplines. All concluded the BRC was in alignment  
21 with contemporary research and practice, and was an improvement  
22 over prior curricula. Student surveys are a part of the  
23 evaluation equation. Course evaluations are randomly sampled  
24 to discover students' thoughts and perceptions. In 2004, a  
25 random sample of 2500 was analyzed. Here we see the results

1 and they show excellent approval ratings. Quantitative and  
2 qualitative data are used from approved course materials and  
3 guided administrative processes. National and state results  
4 are sent to State Administrators along with original surveys.

5 Constant and never ending improvement is important.  
6 Best practices are ideas submitted by stakeholders to suggest  
7 structural changes in curriculum or to add creative learning  
8 activities for rider coaches. Here you see the process for  
9 evaluating a best practice submission.

10 MSF supports licensing by providing materials to the  
11 states. These include the motorcycle operators manual used in  
12 most states, the alternate motorcycle operators skill test  
13 manual, the most popular test used, and the motorcycle and  
14 traffic test manual. MSF also provides examiner training upon  
15 request.

16 I trust this quick overview demonstrates how serious  
17 and passionate we are about motorcycle safety, and I look  
18 forward to our discussion. Thank you, Dr. Price.

19 DR. PRICE: Thank you very much, Dr. Ochs. Our next  
20 presenter for this panel will be Mr. Jay Jackson from ABATE of  
21 Indiana. Mr. Jackson.

22 MR. JACKSON: Good morning. Thank you to the Board  
23 for conducting this and extending an invitation.

24 I am Jay Jackson from ABATE of Indiana, and I'm  
25 representing the Motorcycle Safety Division. I'm also on the



1 Board of Directors for a national organization, the Motorcycle  
2 Riders Foundation. I'm not necessarily representing either of  
3 those today. I'm just going to give some historical experience  
4 of what's happened, and then look forward to answering  
5 questions.

6 In the interest of time and efficiency, I will use  
7 the Hoosier PowerPoint, which is pointing with authority.  
8 That's PowerPoint. We won't have any fancy presentations. So  
9 we'll make this quick and look forward to getting to the  
10 questions later.

11 Additionally, we don't have any need to preach to the  
12 choir. Most of what a lot of these folks up here know, you  
13 folks out there know, and that's where the real information  
14 will come from. So that's why we're really anxious to get to  
15 the questions and get some interaction.

16 Representing the grassroots efforts in motorcycle  
17 safety is pretty much where this is going to come from, and  
18 there have been some specific questions or directions that the  
19 NTSB has suggested that we try to address, and that's what my  
20 opening comments will do.

21 We continue to search for this magic wand or silver  
22 bullet, and the truth is, it doesn't really exist but there's a  
23 multiple portion equation to the overall motorcycle safety  
24 issue, and certainly it's not limited to, but some of the  
25 primary factors include roadway design, vehicle design,

1 impairment, both of operators of motorcycles and other  
2 vehicles, motorist awareness and certainly rider education.  
3 Those in the riding community are most vulnerable and have the  
4 most influence on training, awareness and impairment. So we're  
5 going to limit it to sort of that direction.

6           Certainly, we want to make sure that the operator has  
7 the skills, the basic skills necessary so they just don't fall  
8 down on the road. That's where education comes in. Making  
9 the other motors and roadway users aware of motorcycles'  
10 presence on the road is the awareness component, and that also  
11 is very critical to us, and alcohol continues to be over  
12 represented in motorcycle crashes. So we would encourage all  
13 motor vehicle operators to ride free of impairments.

14           Each of those measures is proactive and can actually  
15 be address prior to a crash, and that's the focus of rider  
16 education and awareness, not dealing with post-crash but  
17 preventing the crash from ever occurring.

18           As a motorcyclist rights organization, ABATE of  
19 Indiana recognized in the late 1970s, that we needed to have  
20 this proactive approach. If we wanted to take responsibility  
21 for our own rights and our freedom and do what we wanted to do,  
22 we had to show some responsibility and that's when we got  
23 involved in rider education.

24           There certainly were some challenges and some  
25 eyebrows raised when a rights group got involved in safety.

1 Since that time, we have become the largest contractor of rider  
2 education within the State of Indiana, and a number of SMRO, or  
3 state motorcyclist rights organizations, around the country  
4 have also gotten involved, and that's truly where it needs to  
5 be on a graph, where this grassroots effort. When rider  
6 education first began, it tried to sort of mimic some of the  
7 efforts of driver education, and was based oftentimes in an  
8 academic surrounding, a college or something. It turned out  
9 that that wasn't as effective or successful as we might have  
10 once hoped, and truly it's easier to take an enthusiast,  
11 someone who has the passion for motorcycling and give them the  
12 abilities and skills necessary to share that with folks just  
13 wanting to enter the sport lifestyle that we call motorcycling  
14 rather to take someone that's a teacher or an instructor and  
15 give them the motorcycling because you can't give them that  
16 passion. It's either there or it's not. So that's how we got  
17 involved in the grassroots effort.

18           Specifically with regards to training and licensing  
19 now, there may be some differing or conflicting theories out  
20 there occasionally about the effectiveness of rider education,  
21 and I can tell you it works. I probably don't have to tell  
22 you. As I said, most of you already believe in it. As a  
23 motorcycle instructor, having someone come up to you and say,  
24 you know, you may not remember me but I took this course X  
25 years ago, and you saved my life. Last week somebody pulled

1 out in front of me in a Buick and I heard you telling me what  
2 to do. I mean that gives you goose bumps. And that lets you  
3 know that it really does work. That's a way to measure the  
4 bottom line, that it is indeed effective.

5 We also found out in the Hurt Report that about 90  
6 percent of the accident involved riders were self-taught. You  
7 know, the school of hard knocks is a rough way to get an  
8 education. That's the way 20, 30 years ago a lot of us did.  
9 With the advent of rider education, formal rider education, and  
10 increasing the access to that, there's less need for people to  
11 learn by falling down. So certainly formal education is going  
12 to be much better where there's a structured environment, it's  
13 safe; it's controlled. There's a logical sequence where they  
14 learn something. So we give them those basic skills.

15 Establishing the sequence so they get those  
16 fundamental skills first is certainly critical. Then through  
17 repetitive practice, the skills are enhanced and the student  
18 gains enough confidence and comfort level to move onto the next  
19 set of skills. That's what rider education is all about.

20 At the conclusion of the rider education program, or  
21 when someone has finished their license examination, to get  
22 their endorsement, certainly they should be proud of that, and  
23 that's something that maybe they can even be congratulated on.  
24 However, it's a dynamic process, and it's only beginning then.  
25 The fact that you've demonstrated a four exercise test, basic

1 proficiency enough that you don't fall down or cross a line or  
2 put your foot down, doesn't make you a skilled or accomplished  
3 rider. Neither does a weekend in a motorcycle safety course.  
4 Certainly, it gives you a great deal of benefit in like the  
5 learning curve is rapidly accelerated, and you've reduced your  
6 likelihood of being involved in an accident greatly, that 90  
7 percent accident involved self-taught component we spoke of  
8 earlier. So it's certainly an accomplishment that they should  
9 be proud of and we should be proud of as rider education  
10 professionals, but it's not over yet. And we make sure that  
11 students understand that when they leave, that it's just  
12 beginning. It's all up to you to continue to develop, to  
13 continue to learn, to apply what it is you've learned thus far  
14 and improve your skills because that is an ever-evolving  
15 process that just never ends.

16           While the concept of advanced or experienced or other  
17 offerings in rider education is a good one, it's a good  
18 concept, registration or enrollment in those programs has been  
19 sluggish in the past. We sort of fear that we may only get one  
20 chance at spending time with this student. So we need to make  
21 sure that they get the most bang for their buck if you will,  
22 because even though we put the little disclaimer that you're  
23 not done and really what you've done is exhibit your ability to  
24 learn to ride in a parking lot, take these basic skills and  
25 develop that, a lot of them think they're done. All they want

1 to do is get their license, and once they've done that, we may  
2 never see them again. We want to make sure we get every  
3 opportunity to give them as much quality information and skill  
4 package as we can during that time.

5           One of the reasons or a couple of the reasons that we  
6 think we've experienced sluggish enrollment in the experienced  
7 programs is motorcyclists have this ego and we're well aware of  
8 that, and an experienced rider has the attitude of what are you  
9 going to teach me, and I've been riding for 20 years. I know  
10 all I need to know. I'm an expert. I could probably teach you  
11 a think or two. And in many cases they may be right, but just  
12 because you've been doing something for 20 years, if you've  
13 been doing it incorrectly for 20 years, it doesn't necessarily  
14 make you experienced.

15           So we often have people that finally enroll in a  
16 rider course, either a basic course or something more  
17 experienced that sort or shake their head afterwards and go,  
18 wow, I really learned more than I ever imagined I would. The  
19 other thing we, we feel may be a contributing factor to the  
20 reason that people are reluctant to enroll in an experienced  
21 course, it is something that you take on your own motorcycle  
22 and you're at least supposed to have a certain level of  
23 competency. And we have experienced that sometimes when we  
24 have a group of folks that enrolled together, there is someone  
25 that will have professed to know a lot more or be more

1 accomplished than they really are, and so the fear of either  
2 being shown up or not knowing something they should know or the  
3 feeling that they already know enough are reasons that we have  
4 difficulty getting a great number of folks into these secondary  
5 programs.

6           With regards to a tiered licensing system, there's  
7 not a lot of evidence that really indicates that it makes a  
8 difference in crashes, although I believe I can quote Jim  
9 Ouellet or paraphrase him in the Thailand Study, and they found  
10 out that what it does is people crash on smaller bikes then.  
11 So it doesn't necessarily prevent a crash but it limits them at  
12 the size of the machine for a prescribed amount of time. So  
13 during that learning curve, at least they're not on larger  
14 units. It's not really a widely accepted concept, and I don't  
15 know how well received it would be in this country or how  
16 effective it would be. It hasn't proved to prevent crashes  
17 anywhere that it has been used.

18           Historically, bikers are characterized as being sort  
19 of free spirited and maybe even a little on the rebellious  
20 side. Regulatory acts, mandatory type things tend to put a  
21 chip on their shoulder, and initiatives or peer pressures seem  
22 to be the best way to actually affect them, and I don't even  
23 like the term peer pressure. It's more like peer advice. So  
24 if we get folks within the motorcycle community that get  
25 excited about this, that is the best way to promote these types

1 of programs.

2           Specifically with regards to impairment, public  
3 information education campaigns where they put up a poster  
4 somewhere, motorcyclists often just sort of chuckle at those,  
5 that's not me, it doesn't affect me, not in my backyard type  
6 thing, whereas the true brotherhood and the camaraderie that is  
7 motorcycling, a one-on-one intervention can go a lot further  
8 towards trying to have a positive effect on that, and those are  
9 the types of approaches that we would recommend.

10           Millions of people have taken advantage of receiving  
11 training through formal rider education programs, and there  
12 have been some financial, social and physical incentives or  
13 penalties in some regards towards doing that. Certainly as  
14 Dr. Ochs spoke, completing a motorcycle rider course often is  
15 attached to some sort of waiver to get your endorsement. So  
16 there is an incentive for a lot of folks. They want to get  
17 their license. It's in their opinion easier or more convenient  
18 or they will actually gain some more out of it in taking a  
19 rider course and at the same time accomplish their goal of  
20 getting the endorsement. So that's one incentive.

21           A number of insurance carriers still recognize rider  
22 course completion as some sort of discount on premiums. It is  
23 varies from carrier to carrier, but that's an incentive for  
24 some folks. Again, socially a lot of organizations or groups  
25 encourage their members to get education and sometimes they'll



1 recognize that with a pin or a patch or something, a number of  
2 different incentive programs, and sometimes those are effective  
3 in motivating people to get involved.

4           Striking a balance between how much training is  
5 enough and how much people will invest, and what's practical or  
6 feasible, that's the challenge before us in rider education.  
7 You know, we could probably develop a semester long curriculum  
8 that we could give them a lot of information and a lot of  
9 opportunities to practice, but nobody is going to invest that  
10 amount of time. They want to come in quick and dirty, get what  
11 I need to get, get my license and get out of here. We don't  
12 want to make it too simple, too fast or too easy, neither do we  
13 want to make it too lengthy, too involved, too expensive or too  
14 complicated. So that's the balance we have to strike, again  
15 capitalizing on taking advantage of that time to give them the  
16 most useful information to make them successful in being safe  
17 on the street when they leave, so they can continue to adopt  
18 those skills.

19           As we heard the other day with the development or the  
20 design of engineering and motorcycling, no matter how wonderful  
21 a product may be, if people don't take advantage of it on the  
22 marketplace, they're not going to use it. No matter how great  
23 a curriculum may be, if it's not convenient to people, they're  
24 not going to enroll, they're not going to get exposed to it,  
25 they're not going to gain nothing from it. Conversely, if a

1 product is so simple or so fast that nothing is gained from it,  
2 that's a problem. So once again I'll mention that we have to  
3 strike that balance, and that's the challenge that's before us  
4 right now.

5           And certainly a perfect solution is unlikely but we  
6 have to draw from the knowledge and experience of the  
7 motorcycle safety professionals throughout the motorcycling  
8 community to gain from their experience and gain their  
9 suggestions and input. We're certainly going to have to make  
10 some compromises while not compromising the integrity,  
11 credibility, success or future of rider education and  
12 motorcycle safety.

13           We may not have all the answers but at least we're  
14 starting to ask the questions now. And with that, I'll  
15 conclude, and I look forward to the questions.

16           DR. PRICE: Thank you, Mr. Jackson. Our next speaker  
17 in this panel will be Mr. Steve Garets from TEAM OREGON.  
18 Mr. Garets.

19           MR. GARETS: I do have a PowerPoint. Well, thank  
20 you. I'm very glad to be here, honored to speak today to this  
21 panel, and I'm going to talk about motorcycle rider-training  
22 research and curriculum development.

23           To give you a little bit of background about TEAM  
24 OREGON, we were established in '84. I've been there the whole  
25 time, sponsored by the Oregon Department of Transportation.

1 Revenues come in off of motorcycle endorsement fees. ODOT  
2 contracts with Oregon State University where TEAM OREGON is  
3 headquartered, and we manage the day-to-day operations of the  
4 rider-training programs including the rider education training  
5 statewide. We do the instructor training, certification,  
6 maintenance, site readiness, fleet maintenance, student  
7 registration. We have centralized instructors, scheduling and  
8 payroll. That amounts to somewhere in the neighborhood of 15  
9 to 1600 instructor appointments every year, quality assurance  
10 and research.

11 I wanted to give you just a brief overview of our  
12 training programs before I get into the curriculum development  
13 and the field-testing that we have done. We have two programs  
14 for beginning riders. We have a basic rider-training program,  
15 called the BRT. We have an intermediate riding training  
16 program, the IRT. The difference in the two, they both are  
17 beginners but they're for beginners at different points in  
18 their journey. There's what we call a rider-training  
19 development, a continuum that occurs and so what we want to do  
20 is be able to reach those people where they are in their  
21 development.

22 The basic rider-training program is 15 hours long.  
23 It's nine hours of range work, six hours of classroom  
24 instruction. Of course, we provide the motorcycles and there  
25 is an endorsement waiver at the end with both the skills and

1 the knowledge testing. This program is for beginners, somebody  
2 that's never been on a motorcycle before.

3           The difference in the beginning course and the  
4 intermediate course is the intermediate course was designed for  
5 those returning riders that we're seeing, the demographic that  
6 is showing up in all the accidents, the people that are buying  
7 motorcycles, going out and crashing. And what -- we've had  
8 that in place for probably 10 years, and have continued to work  
9 it and develop it. What we have found is that if we can get  
10 the people that -- this is generally for people that have their  
11 own motorcycle, that have some skill, that rode those, you  
12 know, 20 years ago and they're now returning to motorcycling.  
13 This is the perfect venue for them. It's an eight-hour  
14 program, four hours of classroom, four hours of hands on  
15 experience. And what we've found with that program is that  
16 over the years, the numbers pretty much remain static, not real  
17 impressive. And then we said, how about if we use our  
18 motorcycles and all of a sudden the numbers doubled, and then  
19 the numbers tripled.

20           So the numbers in the BRT have remained the same and  
21 what we're seeing is riders are now saying, okay, I will take  
22 that. They have to come in with a motorcycle instruction  
23 permit, which means they go to DMV and get the knowledge test,  
24 and then at the end of the course, there is a basic rider-  
25 training skills test. A BRT skills test is administered, and

1 if they pass that, then the endorsement test for the skills is  
2 waived at DMV. We're seeing that program grow by leaps and  
3 bounds, and I would expect at some point in time, that the  
4 numbers for the IRT will match the numbers for the BRT, and we  
5 can certainly offer more of them because it's only an eight  
6 hour program.

7           We have two experienced -- what we call experienced  
8 rider programs. It's really hard to quantify experience. You  
9 know, it's that 20 years experience or 1 year repeated 20  
10 times, it's really hard to determine where they are in that  
11 rider-training continuum, and so we developed the rider skills  
12 practice course, RSP. That one is for anybody that wants, that  
13 wants to come in and take some training. You have to have an  
14 endorsement, and you do have to show up on your own motorcycle.  
15 We won't provide a motorcycle for you on that one. It's four  
16 and a half hours long, and it's all on the range. We don't do  
17 any classroom but we do have some range side conversations with  
18 the students, and we do issue them a pocket guide. There are  
19 range cards associates with that -- that the instructors have  
20 as well.

21           What is real distinctive about this is there's a pre  
22 and a post circuit ride that consists of, I'll just kind of  
23 rattle them off here, sharp turn barrel ride, which really  
24 works on developing head and eyes and particularly at the  
25 beginning if you don't have them. There's a turn drill, a

1 swerving drill and a quick stop drill, and it's all done under  
2 a stopwatch. So one at a time, go out there and ride, you  
3 know, as proficiently as you can, points accumulate and are  
4 added to the stopwatch time, and it's not binding. It's not  
5 pass. It's not fail. It's just here's your score. The score  
6 sheet is in their pocket guide. It's administered to them,  
7 they're given a pocket guide back. They can total it up, see  
8 how they did and they will then from that point on, we go ahead  
9 and develop the skills in cornering and in swerving and in  
10 braking. And we also have some slow speed maneuvers as well.  
11 And then at the end of the day, we come back and administer the  
12 test again.

13           So they get to go home with a pocket guide, and  
14 they'll see the development that they had in that short four  
15 and a half hour time, and those numbers are already in the  
16 first year eclipsed, the numbers that we've had in the past  
17 with the experienced rider course. So I'm hopeful that that  
18 will continue to go in that direction.

19           The ART course, advance rider-training was developed  
20 for police, and I'll get into our police offerings in a minute.  
21 That is done at a go cart track. We have two go cart tracks in  
22 the state, and what we found when we were doing some policy  
23 training is the development of cornering skills and head and  
24 eye skills in a very short period of time, after about two  
25 hours on the track, was phenomenal. So we created a program

1 around that venue. That is a seven-hour program. We do have  
2 two hours of classroom associated with that, where we work on  
3 advanced cornering and advance braking techniques, and then we  
4 go out and we ride the track, and we really work on developing  
5 the skills that they need for cornering, and as you'll find as  
6 we go along, I have a later slide that will talk about the  
7 problems we have, but that is the problem in Oregon, is  
8 cornering is represented in 46 percent of all the fatals,  
9 failure to negotiate a curve. And what we've discovered with  
10 riders is you can go out there and, you know, we'll lead them  
11 around a little bit, and then we get out of their way and give  
12 them the speed up signal. Go ahead and ride the way you ride,  
13 and it's amazing to watch them run off the road, because  
14 they're replicating what they show on the street.

15           They don't, you know, they run right up to the edge  
16 of the pavement and then they come back, and so what we're  
17 working on is the discipline of cornering well, is how do you  
18 take a corner? What's the head and eye habits? What do you  
19 need to have so that you can successfully negotiate that curve?  
20 We're not looking -- this isn't a racecourse. In fact, we have  
21 more cruisers in this course than anybody. It's open to  
22 anybody and whatever you ride. But it's to learn the skill of  
23 cornering effectively so that you can have a good line, that  
24 you always have an out, you always have someplace that you can  
25 escape to, even in the corners.

1           One of the questions we ask, should you always have  
2 an out? And they said, yes, and I said even in curves, and  
3 there's silence. Yes, even in curves. So what we do is  
4 develop the discipline of cornering. And that's the beauty of  
5 that program.

6           Then we have three police training programs that  
7 we've developed, the basic motor officer-training program.  
8 That's an 80-hour program. That course is designed around  
9 getting the motor officer to the skill level that they need to  
10 be. A lot of slow speed work is developed, involved in police  
11 training cone drills. The problem that I've seen with a lot of  
12 that training is you spend two weeks on cone drills, and so  
13 what we do is we spend a week in cone drills, and then we start  
14 going to the street. We do go out to the track. We do working  
15 on braking. We do work on swerving, and we continue to bring  
16 those speeds up every day so that they can develop that  
17 instinctive skill that is necessary for that enforcement work.

18           We have the police ART that we run for them. We  
19 probably put 70 officers through every year in that program,  
20 and then we have a high-speed training program. The high-speed  
21 training program for police was designed at the request of the  
22 Oregon State Police. They asked me to go out and ride along  
23 with the officers after they completed their basic officer-  
24 training program. This was about 10 years ago, to find out  
25 what deficiencies, skill deficiencies were shown in, in the



1 training. So I went out and we spent the day on the freeway,  
2 running around 100 miles an hour, which is always exciting, and  
3 I went back to the lieutenant and I said, where did they learn  
4 these skills because it wasn't in basic because you're flying  
5 up on somebody and then you have to get on the brakes and  
6 there's a lot of advanced techniques involved. So we developed  
7 a high-speed training program for the police, and that's how  
8 held out at Portland International Raceway. That's about three  
9 hours of just working the track. They have to take ART first  
10 but the main thing that they need to understand is what the  
11 motorcycle is telling them at those speeds, and to be able to  
12 listen to themselves. It's much more advanced than anything  
13 else that we offer.

14 DR. PRICE: Mr. Garets, I'm going to unfortunately  
15 quote you and give you the speed up signal.

16 MR. GARETS: Okay.

17 DR. PRICE: I know you've got a lot more ground to  
18 cover.

19 MR. GARETS: No, I can go through these in a hurry.

20 DR. PRICE: Okay. Great.

21 MR. GARETS: So these are the training locations.  
22 We've got training locations around the state. That's going  
23 dim on my slide, I don't know about yours.

24 The training numbers over the years, we'll train  
25 7,000 people or more this year. So here it gets into the

1 chronology of the field-testing. In 2001, MSF released the BRC  
2 and we formed a task for to study that, and attended the  
3 learning center in September of 2001.

4 In 2002, we field-tested the BRC and in 2003, we  
5 completed that field test and began development of the BRT and  
6 the IRT that I described earlier and began field-testing the  
7 BRT classroom. And here's the rest of that chronology, and  
8 I'll get into the details -- a little more detail of that. We  
9 developed the BRT and the IRT, and then this year we deployed  
10 the RSP.

11 I want to go and just briefly discuss the fatal data.  
12 Certainly this doesn't change much from what you're seeing  
13 nationally. In Oregon, 61 percent in the year 2003, and this  
14 doesn't change much year to year. Sixty-one percent of the  
15 fatal crashes in Oregon were single vehicle crashes. The  
16 remainder were multi-vehicle crashes, and what I always believe  
17 with the multi-vehicle crashes, was that it was the car  
18 driver's fault, and what we found is it's not. Twelve percent  
19 of the fatalities, and we've got fatal data dating back to 1984,  
20 twelve percent of the crashes, of the fatal crashes in Oregon  
21 are the motorcyclist's fault, and when you get in and you  
22 really go through those crash reports, you find out that the  
23 motorcyclists are having problems in curves, forty-six percent  
24 of them. If they don't run off the road, they run into a car  
25 head on. We have crashes, lots of crashes where motorcyclists

1 rear end cars. So what we're seeing is a small percentage of  
2 the overall fatalities in Oregon have -- are the fault of the  
3 motorcyclists or rather the car driver, the small percentage is  
4 the car driver.

5 So we field tested the BRC and chose at that point in  
6 2003 to develop our own curriculum that met Oregon's specific  
7 needs to target the problems that Oregon riders were having,  
8 and also to help us maintenance program needs statewide.

9 We gathered together a team of experts in both  
10 training and education and launched the BRT training program.  
11 So this gives you a little bit of idea. You can read that  
12 slide. We field-tested both the BRT classroom materials that  
13 were under development, and we compared them to the MRCRSS.  
14 That's the benchmark. That's the program that we've been using  
15 for 15, 16 years, and so that's what we had to compare it to,  
16 and that's what we compared the BRC to.

17 The field measures included an expert review. We  
18 sent the materials out to 20 experts in training, education,  
19 both in and out of the motorcycle community, instructor end of  
20 course evaluation, knowledge test results.

21 As a sample, this is just a sample of some of the  
22 findings that we have, and what we were looking for, and as you  
23 can see, this is, we were looking for treatment of protected  
24 gear, treatment of seeing and being seen, defensive riding  
25 strategies, emergency maneuvers and so forth. We wanted to

1 make sure that the materials that we were developing met the  
2 needs of the riders, the novice riders, that were before us,  
3 and the program needs as well. We wanted to know if it was easy  
4 to use and had adequate instructor information. Those are  
5 samples. There's more information on the CD.

6 We launched -- we got through with the BRT classroom  
7 field tests. We submitted it to ODOT for approval. ODOT  
8 approved it. We launched it in the beginning of 2003, January,  
9 and that was our classroom curriculum at that time, and  
10 implemented it at all sites.

11 Then we started work right away in developing the  
12 range work and you can see here, we did 32 field test courses,  
13 36 instructors participated. We trained 370 students in each  
14 of the BRT and the RSS control group.

15 I'm just going to go through what the process  
16 entailed just briefly, the literature review, interviews. We  
17 needed to study the crash data, the field tests, protocol and  
18 performance measures, define guiding principles which are what  
19 are our beliefs and how does this curriculum manifest. For  
20 example, we wanted to make sure that it was consistent from  
21 location to location. We wanted to make sure that the students  
22 have an opportunity to over learn skills, and you'll see how  
23 that comes out. Set the schedule, did the testing, developed  
24 the curriculum, trained the instructors. It took the entire  
25 year plus to go through this whole thing, the development and

1 also in the field-testing.

2           Here's a sample of some of the findings. There are  
3 more slides available in the CD. One of the things is mileage.  
4 That is a measure. If you're going to learn to ride a  
5 motorcycle, you need to spend some time in the saddle, and so  
6 one of the things that we were looking at was how much -- how  
7 many miles did they get in this program, and you can see the  
8 difference, the MRCRSS control group was getting close to 20  
9 miles. The BRT control group was getting close to 30 miles,  
10 and most of that was in day 2.

11           The completion rates -- this isn't pass rates. This  
12 is completion rates. What we wanted to make sure is that we  
13 have a program that's designed for beginning riders so that  
14 it's not too stressful but we don't want to be passing  
15 everybody. So what we found is that most of the people were  
16 able to complete it. The pass rates weren't any different, but  
17 the people were able to complete it and get through. And that  
18 was an important aspect for us.

19           This is one that I want to spend a little bit of time  
20 on because this is the critical piece. The curriculum is  
21 focused on cornering, braking, swerving and traffic  
22 interaction, and those are the critical pieces that we wanted  
23 to make sure that we got through in the program. Cornering,  
24 there's a 170 percent more cornering in the BRT than there is  
25 in the MRCRSS, and then 59 percent more braking, 431 percent

1 more swerving, and 223 percent more traffic interaction. So in  
2 accompaniment with the extra miles ridden, what we were showing  
3 up is this is what we wanted to focus on, and we were  
4 successful in that.

5           Instructor survey was another evaluation measure.  
6 This is an example of that. There's more in the slides where  
7 we wanted to find out, is the pace appropriate, the day one  
8 skills adequately developed or does the day one adequately  
9 develop the basic skills. Is day two built for knowledge skill  
10 for street riding and so forth, and we wanted to make sure that  
11 we were treating the needs of the riders in our state, those  
12 that are involved in accidents. And those numbers came back  
13 strong.

14           Another example, student skill development and  
15 student confidence is what we're looking in the development in  
16 those first two bars. Student fatigue and instructor fatigue  
17 and stress were lower than the MRCRSS and that shows up in bar  
18 three and four.

19           So in summary, 3 field tests, 44 months of testing  
20 for the 3 curricula, the BRC, the BRT classroom and the range,  
21 the -- process, the 27 iterations of the instructor guide and  
22 the rider's guide, and it took us 48 iterations just continuing  
23 to go back and fine tune the range guide. The implementation,  
24 2001, or 2004, we implemented the classroom. 2005 we  
25 implemented the range. We're continuing to study pass rates,

1 crash experience, and do not finish rates.

2 And I look forward to taking your questions when the  
3 presentations are done. Thank you.

4 DR. PRICE: Thank you, Mr. Garets. Our next  
5 presentation on this panel will be from Mr. Ron Thompson from  
6 the Wisconsin Department of Transportation, and I should also  
7 mention that he represents the State Motorcycle Safety  
8 Administrators. Mr. Thompson.

9 MR. THOMPSON: Thank you, Jana, and thank you for the  
10 invitation to present today.

11 To start off with, I would like to make a note. I'll  
12 be talking primarily about state programs, specifically  
13 Wisconsin, and then also getting into a little bit of some of  
14 the SMSA programs from our survey. But you need to keep in  
15 mind that every state is unique, in administration of the  
16 program, in the various funding mechanisms for their programs,  
17 and their rules and regulations and also in local politics.

18 First let's get into the Wisconsin part of it. Our  
19 enrollment has been pretty much on a straight line upward.  
20 You'll notice back in about 1991, where it starts on this  
21 upward trend, is where we started our waiver of skill test  
22 program, and that really brought the students in. Graduates  
23 pretty much also equalizes that trend.

24 The ERC graduates are kind of all over the board, and  
25 this is primarily because we've had a tough time keeping those

1 courses going. The interest just doesn't seem to be there as  
2 much as it is for the BRC and we continue to fund those and do  
3 what we can.

4 As far as funding levels, you'll see in 1996, we got  
5 a shot in the arm. We had 454,000 at that time, and then about  
6 2001, it went up to 654,000. This past year we did not get an  
7 increase in our budget funds, but we did increase the student  
8 fees through our technical college board that gave us more  
9 dollars to work with.

10 Our funding comes from the Transportation Fund, which  
11 is a general fund in Wisconsin, and we also get about \$2 from  
12 registration and driver license fees.

13 This just gives you an overview of the funding versus  
14 the number of students trained through 2005. If you want to  
15 make a comparison there, we have about 225,000 registered  
16 motorcycles and 447,000 licensed riders. When we were talking  
17 about registration yesterday, one thing that I always find  
18 interesting is among a lot of the motorcyclists, they own  
19 multiple bikes. So I don't know if there's any way that can be  
20 taken into consideration when you look at registration, but a  
21 lot of us do own a number of bikes.

22 Basic rider courses -- our BRC was first implemented  
23 back in 1974. The MRC was implemented in 1976, and our program  
24 became implemented in 1982. The RSS as we call it was  
25 implemented in 1985, and the new BRC was implemented in 2001.



1           We have an administrative rule that governs our  
2 program. Just briefly, part of it covers the requirements for  
3 the skill test waiver. Our rider course requirements, several  
4 requirements for instructors. We have a course evaluation  
5 portion built into that, a cancellation or a denial of a  
6 Department approval for either the instructor or the sponsor,  
7 if that should become necessary. We have a form that we use  
8 for the waiver authorization. That's spelled out. Motorcycle  
9 riding course grants, we do that, and also lastly, a motorcycle  
10 instruction school and instructor licensing, and this primarily  
11 comes into the commercial rider schools which we have a number  
12 of.

13           The basic rider course, I'm not going to get into a  
14 lot of this. Dr. Ochs covered that before. Obviously we have  
15 both the range and the classroom. Our classroom happens to  
16 have an extra hour in the riding sober area, which we feel is  
17 very important.

18           And as Dr. Ochs said, it's learner centered, and  
19 there's a sequence that we go through on the range when we give  
20 the information to the students. We follow that so that it's  
21 like building blocks and so forth. So they understand what  
22 they need to do and then they go out and do it.

23           And, of course, there are two evaluations that are  
24 part of the course. There's the written part with multiple-  
25 choice questions and then there are four evaluations, which are

1 part of the skill test.

2 Our program is relatively small and a number of ways  
3 we have 297 instructors in the state, but that includes both  
4 the state instructors that work for our funded sites as well as  
5 those that work for the Rider's Edge and the other commercial  
6 schools. We have four chief instructors or trainers as we're  
7 calling them now, myself as a state program administrator, and  
8 an administrative assistant.

9 As far as the sponsors, we have 15 technical colleges  
10 that provide the course. Our main delivery system is through  
11 the technical colleges. We also have the ABATE of Wisconsin  
12 which is one of our sponsors, and a new one that just came  
13 online which is a private entity, but a non-profit, ride safe.  
14 The other private sponsors that we have are 11 Harley-Davidson  
15 Rider's Edge sites and 9 independent sponsors.

16 This may be a little bit difficult to see, but it  
17 shows that there is about 95 percent coverage in the state.  
18 There are only about four little slivers in the state, and  
19 we're hoping there are a lot of trees in those areas, where  
20 people don't have the course readily available to them.

21 Site selection, again originally we went out with the  
22 15 technical colleges and ABATE and Ride Safe. Excuse me.  
23 Original we're through the technical college and ABATE, and  
24 that was in 1982. Riders' education, Rider's Edge came on  
25 board in 2001, and then we had several of the private sites

1 that were added since 2001, and our call in list grew to 3,000.

2 In Wisconsin, we have three groups that are required  
3 to take our course. Anyone under the age of 18 which is I  
4 think pretty much done throughout the United States, but we  
5 also have anyone that has failed the motorcycle-in-traffic  
6 skill test twice is required to take our course, and also  
7 anyone applying for their fourth cycle instruction permit. So  
8 we're getting those folks into the loop when getting their  
9 license.

10 Some of our quality control efforts, we go out and  
11 try to do at least one visit per year, additional if it's  
12 required or requested. We have a lead instructor workshop. We  
13 have instructor updates and conferences at least every two  
14 years. We have an annual spring kickoff for site  
15 administrators and also include lead instructors and our  
16 clerical staff, a complete, easy to use classroom range  
17 instructor evaluation form which is used most by the chiefs and  
18 the lead instructors at the sites, and we do an administrative  
19 review about every four or five years.

20 As I mentioned before, our call in list grew to about  
21 3,000 back in 2003. Now many sites do not keep waiting lists.  
22 So we had people that were calling in, and we put them on a  
23 list. Their telephone number and their name would identify  
24 them, and then at the end of the year, we would collect those  
25 from all the sites and we'd merge them and then clean off the

1 ones that were duplicates. So we came up with what we thought  
2 was a pretty good number of people that wanted to get into the  
3 course that couldn't get in, but you have to keep in mind, many  
4 of these people wanted to get in the April, May type courses,  
5 right at the beginning of the year, and they weren't taken off  
6 because they just decided not to take the course after that  
7 because they couldn't get in.

8           Rider's Edge is about a 25-hour program. It has the  
9 same basic curriculum as the BRC. There's more time in the  
10 dealership in the various areas. They use the Buell Blast, and  
11 their student fees are about 300 to \$350, where ours is about  
12 125.

13           A little bit on state programs licensing  
14 relationship. Our Office of Transportation Safety, which is in  
15 the State Patrol and the two bureaus in the DMV, which is  
16 Driver Services and Bureau of Field Services, are all housed  
17 within the Department of Transportation. So it's very easy to  
18 work with those folks, and we have an excellent working  
19 relationship as far as education and licensing, and in that  
20 relationship, the DMV administers the skill test waiver program  
21 and approves all the instructors in the state. The DMV reviews  
22 and approves all commercial rider education sponsors. I work  
23 with the DMV in looking at the motorcyclist handbook for any  
24 additions, addendums and deletions, and the DMV waiver program  
25 administrator also attends our workshops, especially the spring

1 kickoff and talks about the issues that might be relevant to  
2 the waiver program.

3           Just a little bit then on the SMSA, the State  
4 Motorcycle Safety Administrator's survey. You'll see that a  
5 variety of areas are responsible for the rider education  
6 program throughout the state. About 31 percent of them are  
7 housed in the Department of Transportation, 17 percent in both  
8 the Department of Public Safety and Motor Vehicles, and then  
9 also Department of Education and the Highway Safety Offices are  
10 also involved.

11           The components, 97 percent of those states that  
12 responded, said they were primarily involved in rider-training,  
13 but 83 percent also said they deal with motorist awareness, 69  
14 percent in one way or the other were involved with licensing,  
15 and 34 percent in research.

16           State program funding, it is -- I don't know which  
17 states said they had near zero funding, but about 45 percent of  
18 them had below \$500,000 available, 24 percent between 500,001  
19 and 1 million, 14 percent 1 million to 1.5 million, and then a  
20 few beyond that that had larger budgets.

21           At the time of the study, 10 percent of them were  
22 doing the MRCRSS, 86 percent were doing the BRC, 38 of the  
23 states were doing ERC, and 62 percent were doing the ERC suite.

24           In total training sites within the state, 55 percent  
25 had between 1 and 25 training sites, 24 percent between 26 and

1 50, and then the rest of them are a little lower than that.

2 As far as instructors go, 21 percent had 101 to 150,  
3 2 of them had 14 percent and 1 of them had 17 percent.

4 Actually 3 of them had about 14 percent, but that shows the  
5 breakdown of the number of states with certified instructors.

6 Chief instructors, 31 percent had 3 to 4 trainers  
7 within their state, 28 percent had 1 or 2 and 5 to 6 states had  
8 24 percent. Forty-eight percent of them had mandatory rider  
9 education. And I'll be happy to take questions if you have any  
10 later on.

11 DR. PRICE: Thank you, Mr. Thompson. Our final  
12 presenter for today's panel on training and licensing will be  
13 Mr. Brett Robinson from Highway Safety Services. Mr. Robinson.

14 MR. ROBINSON: Good morning. I, too, appreciate the  
15 opportunity to speak at this forum. I've also seen the  
16 challenges in keeping the presentation to 10 minutes. So I'm  
17 certainly going to do my best.

18 My presentation that we're showing here is a  
19 condensed version of the presentation that I submitted. So  
20 certainly what the members have available on CD and what will  
21 be available on the website will be the full presentation. I  
22 will move through quite few of the slides as quickly as I can  
23 because I know we do need time for the question section.

24 My presentation is going to be a little bit  
25 different. I was asked to focus on driver licensing or

1 motorcycle licensing. Most of the other panel members have  
2 talked about rider education. I do believe that rider education  
3 and licensing are closely tied together, and that they do go  
4 hand in hand. I was also asked to speak about a lot of  
5 different aspects relating to driver licensing, and I found it  
6 difficult to do within 10 minutes. I think we probably could  
7 have had a panel on its own relating to driver licensing. So  
8 I'll do my best to move through it as quickly as possible.

9           These are the presentation topics. We've certainly  
10 talked about reducing motorcycle crashes and fatalities  
11 throughout the forum, but I want to talk a little bit about the  
12 purpose of motorcycle licensing. What role does licensing play  
13 in motorcycle safety? There are also challenges to motorcycle  
14 licensing. It's not just as saying, well, let's make  
15 motorcycle licensing more difficult. In fact, when you make it  
16 more difficult, there can be some consequences.

17           I want to talk about motorcycle licensing resource  
18 documents, what do driver license administrations have  
19 available to them today to help them do a better job when it  
20 comes to motorcycle licensing. And then I want to talk about a  
21 revision effort that the American Association of Motor Vehicle  
22 Administrators has currently to revise two of the current  
23 motorcycle licensing documents that's called the motorcycle  
24 operator licensing system, and integrating rider education and  
25 licensing. And then I'll talk about some of the outcomes of

1 the first meeting of this motorcycle technical working group  
2 dealing with the revisions to these documents.

3 In fact, that's the main purpose or objective of my  
4 presentation is to talk about the revision of those two  
5 documents. My company is serving as the contractor to AAMVA on  
6 those two documents. And then to talk a little bit, I'm going  
7 to go very quickly through the grants. Grants are available,  
8 and then we'll talk about AAMVA's motorcycle examiner  
9 certification program because I was asked to speak on that as  
10 well. I won't spend a lot of time on it though.

11 When it comes to reducing motorcycle crashes and  
12 fatalities, I certainly want to emphasize that there is no  
13 single answer. I mean we can sit here and say let's make  
14 motorcycle licensing more difficult or let's improve rider  
15 education. Let's improve this. Let's improve that. There is  
16 no single answer to reducing crashes and fatalities. This  
17 could only be accomplished I think through a comprehensive  
18 approach, and I certainly hope that that's what will be the  
19 outcome of the recommendations that come from this forum.

20 Again, I'll focus on motorcycle licensing in this  
21 presentation. The purpose of motorcycle licensing is to reduce  
22 crashes, injuries and fatalities. Licensing also plays an  
23 important role by motivating people who wish to operate a  
24 motorcycle, to develop the skills and adequate knowledge  
25 necessary for safe riding. It's also as a purpose to control



1 the learning process, to insure that the beginner rider gains  
2 experience in a low risk environment, whether it be through a  
3 rider education program or through restrictions, restricting  
4 what they can do as a permitted rider and not giving them full  
5 privileges, assure that new riders in the permits stage attend  
6 appropriate or obtain appropriate level of skills and knowledge  
7 before beginning -- before being granted full riding  
8 privileges, and to assure that experienced riders maintain an  
9 acceptable level of safety, knowledge and skills throughout  
10 their riding career.

11           And then to expand a little bit on that, the MVAs  
12 also have a role to collect data regarding motorcycle rider  
13 demographics, exercise legal control over motorcyclists when  
14 they show a pattern of negative behavior. They have a  
15 collection of points or violations, citations, to take  
16 appropriate action on that motorcycle rider or driver, and  
17 certainly to generate revenue to support other motorcycle  
18 safety programs. That's just a little bit about the purpose.

19           Challenges. I'm not going to spend a lot of time  
20 here. There are a lot of challenges when it comes to licensing.  
21 I think that one of the biggest challenges certainly, and we've  
22 seen in the data, is the unlicensed rider. How do we get these  
23 people to the point where they will seek and carry out and  
24 finish the process of getting a motorcycle rider license or  
25 endorsement because we do know that they are over represented

1 in the fatality data? So I think that that's one of the  
2 biggest challenges when it comes to motorcycle licensing.  
3 Again, here's a list and you can see what some of those  
4 challenges are in the future as you review the presentation.

5           Current resources to assist MVAs. Most of the  
6 current resources to assist MVAs in doing a better job when it  
7 comes to licensing have been developed cooperatively by AAMVA,  
8 again the American Association of Motor Vehicle Administrators.  
9 They represent all of the Motor Vehicle Administrations, NHTSA  
10 who is certainly represented here in the audience today, and  
11 the Motorcycle Safety Foundation. So working cooperatively,  
12 those three organizations have developed most of the documents  
13 that are available to MVAs today.

14           The most recent documents available to assist MVAs on  
15 motorcycle licensing, the first is the motorcycle operating  
16 licensing system, or we refer to that as the MOLS. I do  
17 believe I did provide to the NTSB some links to those. They  
18 are on NHTSA's website or I also do have copies available. In  
19 integrating motorcycle rider education and licensing, or we  
20 refer to it as the IMREL document. Other documents available  
21 to assist the MVA certainly include the NAMS, which has been  
22 mentioned here at this forum already.

23           There are also two other documents, Promising  
24 Practices and Motorcycle Rider Education and Licensing. They  
25 look at a few promising states and look at what practices they

1 use. I think that that is a valuable resource, and I certainly  
2 encourage the panel and the members to refer to that document.

3 Also Motorcycle Rider Education and Licensing, A  
4 Review of Programs and Practices, again another value resource  
5 that does a comparison state by state, and I encourage you to  
6 look at those documents. Again, I've provided the links to  
7 those document and they are on the NHTSA website.

8 I want to talk a little bit more about the motorcycle  
9 operator licensing system document. That is the document that  
10 my company is working on AAMVA for, to revise, to update and to  
11 hopefully do a better job of encouraging states to adopt the  
12 recommendations and the practices that are provided within this  
13 motorcycle operator licensing system document. It has really  
14 been the document for over 20 years, has been used widely in  
15 the United States, Canada and several other countries. It has  
16 been around since 1974, and has seen a number of revisions. So  
17 this is not the first revision. The MOLS provides guidelines  
18 to MVAs to improve their motorcycle operator licensing system,  
19 the system in which they issue motorcycle licenses or  
20 endorsements. The most recent version of the MOLS is centered  
21 around a graduated licensing system. I know prior to this  
22 forum, I received quite a few questions centered around  
23 graduated licensing when it comes to motorcycle riders. I do  
24 think that it has some promise, however, I do think there are  
25 some challenges as well, when it comes to graduated licensing

1 for motorcycle operators, one of which is how do you provide  
2 supervised riding practice, and I think that that's going to be  
3 a big challenge as we look at revising this document.

4           The most recent version of this document has not been  
5 widely adopted by Motor Vehicle Administrations. Pieces of it  
6 have been, but the recommendations as a whole have not been  
7 widely adopted and I truly believe it's because of the  
8 complications associated with graduated driver licensing. Look  
9 at the challenges that states have had in implementing regular  
10 graduated driver licensing, and I think they've been a little  
11 bit reluctant to approach motorcycle graduated licensing.

12           The other document is integrating motorcycle rider  
13 education and licensing, and this is one that's also been  
14 around for quite sometime. However, I do think it has been  
15 very successful. You've heard a lot of the presenters mention  
16 waiver programs, which has certainly enticed people to attend  
17 rider education programs. So I think overall this document has  
18 been very successful but we're still going to revisit it.

19           Both the MOLS and IMREL contain important licensing  
20 guidelines for State Motor Vehicle Administrators, thus the  
21 need to update is evident.

22           AAMVA formed a technical working group, motorcycle  
23 technical working group. Again, it's objective is to revise  
24 the MOLS and the IMREL guideline documents to support the  
25 reduction of motorcycle crashes and fatalities. I'm going to

1 talk a little bit more about that revision effort. The AAMVA  
2 motorcycle technical working group, AAMVA formed this working  
3 group. It consists of a number of key players from state  
4 driver license agencies, state rider education programs, state  
5 highway safety offices, law enforcement, again another key  
6 area. I never heard enforcement mentioned quite as much as I  
7 thought I would throughout this forum. I think that  
8 enforcement plays a key role, especially when it comes to  
9 licensing to insure that people are operating on the proper  
10 license or endorsement.

11           Motorcycle advocacy groups, MSF is represented, SMSA,  
12 AMA, MRF and others, AAMVA and NHTSA staff, and then certainly  
13 my company as the AAMVA contractor.

14           One of the main things I wanted to talk about are  
15 some of the recommendations that came out of the first meeting  
16 of this motorcycle technical working group, and I think this is  
17 important because it actually goes beyond I think the aspects  
18 of licensing itself, and looks at a more comprehensive approach  
19 to reducing motorcycle crashes and fatalities.

20           The first recommendation was why have two documents?  
21 Let's merge them into a single document, develop a new name,  
22 develop a new unique document that will be a resource for all,  
23 and I want to emphasize all government agencies and other  
24 organizations to utilize in helping reduce the number of  
25 motorcycle crashes and fatalities.

1           We need the involvement of key players such as, and  
2 I've already listed a number of those. Some of the others  
3 include manufacturers, dealers. I think that manufacturers and  
4 dealers can play a key role in helping to educate people about  
5 safe motorcycle riding practices. Department of Health,  
6 Department of Transportation, rider clubs. I think that rider  
7 clubs can play a key role, and I think that we will certainly  
8 continue our discussions as to what rider clubs and other  
9 organizations can do.

10           The other recommendations, new document must support  
11 the National Agenda for Motorcycle Safety. I think that that's  
12 a given. Revise the concept of graduated rider licensing and  
13 include as an appendix. We're certainly not going to lose the  
14 concept of graduated rider licensing. We're going to revisit  
15 it and revise it and look at what is more manageable and  
16 acceptable to implement from a state driver licensing agency's  
17 perspective.

18           Revise the concept of graduated rider licensing. We  
19 did that one.

20           Provide strategies for interagency cooperation. It's  
21 one of the big things that we talked about. While this  
22 document is targeted for driver license agencies, I think it's  
23 going to take all agencies working together within a state as  
24 well as other groups to reduce motorcycle crashes and  
25 fatalities.

1           Provide strategies for public awareness and  
2 education. That's the next panel.

3           Strategies on reducing the unlicensed rider  
4 population. We've heard that certainly that is a major  
5 concern. Yesterday it was presented that the percentage of  
6 unlicensed riders is down who are involved in fatal crashes.  
7 However, the numbers themselves are up.

8           Look at strategies for improving supervised rider or  
9 permitted practice, again a complication when it comes to  
10 graduated licensing in providing supervised riding practice.  
11 It may involve the future development of a supervised rider or  
12 mentor guide.

13           Look at strategies for the reentry rider. Again that  
14 age group of 40 and over is climbing in the figures, and we  
15 need to look at what we can do to help reduce the number of  
16 crashes and fatalities for that age group, 40 and over,  
17 certainly with the reentry rider, certainly with the baby  
18 boomers.

19           Provide strategies for all state agencies to work  
20 cooperatively on the reduction of motorcycle crashes and  
21 fatalities, develop recommendations for states on the  
22 establishment or improvement of a task force for motorcycle  
23 safety, licensing and enforcement as a part of their Governor  
24 Highway Safety Plan, and revise the motorcycle licensing  
25 guideline recommendations.

1           Grants, I'm not going to talk about this, but there  
2 are grants available under SAFETEA-LU, and I think that this  
3 needs to be promoted to the states. I think they are aware of  
4 it, but certainly because they're aware of it doesn't mean that  
5 they're going to pursue them. I think it's important that  
6 states pursue these grants that are available through SAFETEA-  
7 LU, and there is some contact information in the slide for that  
8 as well.

9           Motorcycle examiner-training. I'm certainly out of  
10 time, but I do want to emphasize the need to train motorcycle  
11 examiners. AAMVA does have a program for training motorcycle  
12 examiners. AAMVA has been involved in the certification of  
13 driver licensing examiners really since 1987, with motorcycle  
14 examiners since 1991. They call it the certified motorcycle  
15 examiner. They are 41 jurisdictions participating and over  
16 7300 examiners have been trained, 2600 are active.  
17 Historically AAMVA has worked closely with MSF on the CME  
18 program as far as the format of the training materials that are  
19 used to train examiners. Development of the exams and  
20 certainly MSF has played a key role in helping the states train  
21 their motorcycle examiners. Again, the role of AAMVA and MSF,  
22 MSF provides training materials to the states, and MSF provides  
23 training to the states when requested. Some states certainly  
24 do that on their own which I believe has been the case in most  
25 recent years. AAMVA approves state certification programs.



1 States provide training and submit examiners for certification  
2 to AAMVA. AAMVA issues certification and AAMVA monitors the  
3 states. So there is a certification program when it comes to  
4 driver licensing examiners and within a variety of areas.

5           However, you can see that participation in the  
6 certification program is sparse, and I think that when it comes  
7 to AAMVA's perspective, they are certainly promoting to the  
8 states the need to participate in the certification program,  
9 and will be doing more so in the coming years, encouraging  
10 states to participate, but as you can see, it's just a handful  
11 of states that participate in the motorcycle examiner  
12 certification program. Canada does participate as well, again  
13 rather sparsely.

14           And then I have a number of conclusions, which I've  
15 really already addressed in the presentation itself, but those  
16 are available in the slides to the members to review at a later  
17 date, and I have a total of 10 recommendations or conclusions  
18 as a result of this presentation. Thank you.

19           DR. PRICE: Thank you, Mr. Robinson. We've had a lot  
20 of audience questions on this panel, and we're going to try to  
21 get to as many of them as possible, but first we're going to  
22 make sure to give our Technical Panel a chance to ask some  
23 question, and we'll lead with Mr. Dennis Collins.

24           MR. COLLINS: Thank you. I'd like to start with  
25 Dr. Ochs. I very much enjoyed seeing the component of the

1 program on seasoned riders, and was wondering if you could just  
2 expand on the development and goals of that a little bit, and  
3 also mention any additional efforts to address the changing  
4 demographics of riders that we heard discussed yesterday,  
5 particularly in light of the increasing age.

6 DR. OCHS: Thank you, Dennis. Certainly seasoned  
7 rider does address that particular demographic, and that's one  
8 reason why we developed it. We saw the trends developing and  
9 we try to adapt the curriculum in such a way that meets those  
10 specific needs. Generally, the way we address diversity, of  
11 course, is the comprehensives of the program, which I mentioned  
12 in term of the breadth and the flexibility is really addressed  
13 at the local level. We try to provide the tools to rider  
14 coaches to address the needs in such a way, especially as they  
15 can get at the attitude of the individual.

16 For instance, the difference between sport bike  
17 riders and cruisers coming into a class, or we might adjust our  
18 materials in such a way, we've introduced three new training  
19 aids, for instance, in the last three years as replacements, in  
20 such a way to make them more modern and reach that particular  
21 audience. So I think the way we design a curriculum, it allows  
22 that -- that's why we went to learning principles because it  
23 works for everybody, and in terms of using dollaring  
24 principles, learner centered, brain based learning, active  
25 processing. All those things make training applicable to that

1 particular environment. Also we did field testing in three  
2 different states, in New Mexico, Kentucky and Pennsylvania.

3           When we did our field-testing, there were several  
4 dozen iterations that we used. We used regular students,  
5 regular classes, and we got the natural demographic there. So  
6 we were sure when we released the curriculum, that we addressed  
7 the issues that most have, and so we've provided that latitude  
8 within the curriculum itself as well as additional options.

9           One thing we're very excited about are the host an  
10 event modules because they do address specific target  
11 audiences, and when that is that host an event series is for  
12 the public, and it can be provided to the public. In other  
13 words, there's no certification required for that, and we want  
14 that program out there as much as we can especially related to  
15 the seasoned rider and then motorist awareness is another  
16 example of that as well as the riding straight, the alcohol  
17 portion.

18           MR. COLLINS: And to switch gears slightly, to steal  
19 from another presentation, I was intrigued by the Oregon  
20 experience that the enrollment went up when it wasn't your  
21 bike, and I was wondering if you were aware of any related  
22 experiences under your auspices, under your programs as well.

23           DR. OCHS: Absolutely. That's one reason when we  
24 developed the experienced rider course; we allowed the use of  
25 personal motorcycles. As was mentioned in one of the barriers

1 there is people coming in on their own machine for fear of  
2 embarrassment or maybe fear of dropping it. We want the skill  
3 sets to be there. And skill sets are transferable because the  
4 control mechanisms on all motorcycles are generally the same.  
5 You have the difference in weight and power, et cetera, but at  
6 least the fundamental skills and strategies can be developed.

7           We think riding is more skills with the eyes and mind  
8 and the hands and feet, and we want to get the hands on type of  
9 training, but we do want to address the cognitive functions,  
10 the attitudinal functions, and that's built into our courses  
11 also. So anything that can attract those riders in certainly  
12 using a training bike can do that, is again capturing that  
13 audience as Jay mentioned, get them at that moment in time when  
14 you can, and we want to see them often, and that's why we  
15 developed the system the way we did.

16           MR. COLLINS: Doug.

17           MR. BRAZY: Dr. Ochs, if I could follow up along  
18 those lines. We saw a presentation from a gentleman in the  
19 State of California that said that they had chosen to add some  
20 of the additional modules to the basic rider course. Is that a  
21 strictly up to the state to decide which modules are added and  
22 which ones will be available, or can an individual consumer  
23 seek those out and find them if they so choose in their own  
24 state?

25           DR. OCHS: Well, as we developed the system, we had a

1 concern with the depth and the breadth as I talked about. In  
2 the State of California, we administer that program. We were  
3 tasked with developing a premier program. In other words, it  
4 was to add additional time in classroom and range.  
5 Fortunately, the way we developed the RETS system, it's easily  
6 adaptable. You can simply add those components into it to have  
7 more. It's not to say the BRC isn't enough. I mean it depends  
8 upon where you want to have that marker.

9           For instance, we have a publication called  
10 "Motorcycling Excellence," which is kind of like an  
11 encyclopedia for motorcyclists, and we could have developed a  
12 30 or 40 hour course, but the acceptability of that, it didn't  
13 really match up our culture.

14           So our design parameter for the BRC was to get, you  
15 know, the fundamentals established so people could continue to  
16 practice. If the state wanted to add the modules, absolutely.  
17 We would like consumers and riders to seek out those modules  
18 because we want to see more of those conducted.

19           MR. BRAZY: And you mentioned quite a few new  
20 initiatives that have recently been released and are currently  
21 under development. I presume those are going to be issued in  
22 or available in every state in which MSF offers training, in  
23 every individual state?

24           DR. OCHS: Absolutely. The whole intention was to  
25 develop a comprehensive system that would, and again multiple

1 entry points, safety renewal, et cetera. So we want those  
2 products out there. Part of the situation on the country is  
3 that the basic rider course is the primary target for most  
4 riders. That's where they learn how to ride. It's what gets  
5 them a license waiver. And unfortunately our culture is such  
6 that maybe that's when the learning stops, and that's not what  
7 we like to see. So we want to build the system and have it  
8 ready when people want it. In other words like Confucius said,  
9 when the student's ready, the teacher will appear. We want the  
10 teachers ready, and we want to see the students appear, and  
11 anything we can incentivize them to do to get the training, we  
12 will. And one of the design parameters that we try to  
13 incorporate into that, was to make the program fun, active,  
14 involved, so people would say, you know, I really didn't think  
15 about it that way or I really got something out of that, and  
16 not to make it so time intense or so skills heavy so people  
17 say, well, I've already done that. We want to achieve the  
18 objective but again it's a matter of some of the balance act as  
19 several of the presenters mentioned.

20 MR. BRAZY: Great. Thank you. I'd like to talk a  
21 little bit about, if you don't mind, the effectiveness of rider  
22 education in accident prevention. It seems -- it sure seems  
23 like a good mitigation tool and anecdotally we've got,  
24 Mr. Jackson says that people call him up and say that your  
25 course has saved my life, and skills that I learned in the RSS

1 prior to the BRC, just in fact helped me avoid a rear end  
2 collision into myself on the way home. But what I'd like to  
3 know --

4 DR. OCHS: Now those are skills. Don't forget those.

5 MR. BRAZY: Exactly. What I'd like to know is, is  
6 there an objective measure of how does rider education and  
7 training mitigate accident prevention specifically, not just  
8 how effective is it in teaching skills on how to operate a  
9 motorcycle, but how can we, how can we measure how it is or  
10 isn't mitigating accidents? It seems that we're doing more  
11 training now than we've ever done before, and we're still  
12 having a problem with the accident rates whether you want to  
13 use the NHTSA numbers for vehicle miles traveled or the MIC  
14 numbers, the rates are still increasing, but yet at the same  
15 time we're providing more education than ever before. So how  
16 can we get a handle on how effective it is, and does it need to  
17 be changed or can it be more aggressively effective if that is  
18 indeed a need?

19 DR. OCHS: I think you've asked the \$64,000 question.  
20 I wish the evaluation community could come up with the  
21 methodology that could address the human element, especially  
22 when it comes to traffic safety and motorcycle safety, and I  
23 have some experience on the driver ed side, too, and that's one  
24 of the components people ask about all the time is, can you  
25 prove the effectiveness?

1           We know people react to the program favorably. We  
2 know they come out with more knowledge and more skill, but they  
3 say the longest 18 inches in the world is between the head and  
4 the heart. Our system tries to address that heart component.  
5 In other words, get at self-assessment. Get at looking in the  
6 mirror at yourself and saying, how much of a risk taker am I?  
7 Because the big jump is from learning something and being able  
8 to perform it to the behavioral component. Somebody can come  
9 in, for instance, and take a basic rider course, be the safest  
10 rider possible, and somebody could learn the skills and go out  
11 and practice stunts in public, which is totally unsafe.

12           So it's a matter of planting those seeds and trying  
13 to change the culture in some way. As far as measures, we're  
14 going to try to address follow up studies in terms of six  
15 months after training. Most of the studies of motorcycle  
16 safety training, even on the driver ed side, will show some  
17 positive effect for six months, and then it tends to taper off  
18 or experience catches up with those particular control groups.  
19 So what, what we like to see is some methodology that indeed  
20 could track that.

21           Anecdotal evidence is all over the place. We  
22 certainly believe in the value of safety training, and we want  
23 to make a difference one life at a time.

24           MR. BRAZY: Do you have any thoughts on who should  
25 try to develop that methodology and --



1 DR. OCHS: Well, I know in my post-graduate work, one  
2 thing that fascinated me was when my primary professor said,  
3 you know, nobody can get a handle on this evaluation thing.  
4 And I thought, you know, I'm going to put some energy into  
5 finding out what the story is there, and the more I looked at  
6 it, the more diffuse it got, the more troubling it got as far  
7 as having a program that measured the human element, making a  
8 difference in a controlled experimental study especially when  
9 you get to traffic safety, and even more so with motorcycle  
10 safety because of what the exposure is and the frequency of  
11 crashes even though they're way too many, doesn't give you good  
12 population to work with.

13 MR. BRAZY: Great. Thank you. That's all I have for  
14 Dr. Ochs. So we'll move onto Jay Jackson unless --

15 MR. COLLINS: Actually, if I could interrupt. Can we  
16 open that same question that Mr. Brazy asked to the entire  
17 panel to see if anyone else has anything to add? I think  
18 there's probably some significant interest in that? How do we  
19 relate the training to the safety, to the accident prevention?  
20 So if you have something to say, don't hesitate to speak out?

21 MR. ROBINSON: Sure, I have one thing to add.  
22 Whoever does develop that methodology, one area that I would  
23 like to see looked at would be tracking those individuals who  
24 decide to go through training, and as a result of the training,  
25 never proceed on to riding period. Those who decide not to

1 pursue motorcycle riding. I was involved with rider education  
2 during the nineties, and people would always ask me that  
3 question. I think motorcycle rider education is very  
4 successful in the aspect of those who take rider education and  
5 find out motorcycle riding is not for them. Therefore, they  
6 never get involved in motorcycle riding and don't become a  
7 crash or a fatality statistic. So in that respect I think  
8 motorcycle rider education has been very successful, and I  
9 think that that's an aspect that's commonly overlooked.

10 MR. JACKSON: If I may, I think quantifying it is  
11 going to be very difficult, and with the risk of restating what  
12 has already been said and overstating the obvious, I drink Diet  
13 Coke. I'm still big. Okay. If I didn't drink Diet Coke, I  
14 likely would be bigger. So in the -- you know, while it's hard  
15 to quantify exactly how effective rider education is and we've  
16 still seen increasing numbers in fatalities, how large might  
17 that number be or it not for the success of rider education.

18 So it's going to be difficult especially when you try  
19 to factor in near misses. I mean how many near misses are out  
20 there that we never know about. It's going to be almost  
21 impossible, but I think that is something that FHWA is at least  
22 trying to consider in the crash causation study. If we'll be  
23 able to quantify that or not is yet to be seen.

24 MR. GARETS: I agree with what's been said before.  
25 One of the things that we need to do as a rider-training

1 community is to develop the strategies for safe operation of a  
2 motor vehicle, and so if we can give people four or five  
3 seconds of time to respond to a situation as opposed to one or  
4 two seconds, that gives them more time in space and that helps  
5 to reduce crashes and that's a classroom activity. That's also  
6 an attitudinal activity, behavior activity, and what Brett  
7 said, we have people that come back and say, I never picked up  
8 motorcycling after that, but I'm a much better car driver  
9 because I'm seeing things develop more out in front of me. So  
10 we need not lose focus of what is our objective in the training  
11 is to develop skills but also to develop safe riding strategies  
12 which are to give yourself enough visual leads so that you have  
13 time to respond, and to really work on developing those skills.

14 MR. THOMPSON: Back in 1987, Wisconsin did a study  
15 looking at driver records, crash records and the rider  
16 education file, and what we found out was that there was no  
17 significant difference when it looked at the crash file, but  
18 there was a slight significant difference when it came to the  
19 driver file. Unfortunately back then; we did not have any  
20 required attendance. So those that were attending were doing  
21 voluntarily completely, you know, on their own. So it stands  
22 to reason that we would have that kind of outcome. Exposure  
23 data is one of the biggest things, there again to try to  
24 normalize that.

25 MR. COLLINS: Thank you, gentlemen, very much. I'd

1 like to ask Mr. Jackson a question. We've heard somewhat of a  
2 continuing theme from all of the rider education providers  
3 about lifelong learning. We heard about in the ABATE sponsored  
4 education classes, we tell our students this is your key to  
5 start the car but not -- it's not your license to -- you're not  
6 automatically going to be skilled and experience when you walk  
7 off the range, and we talk about the notion of additional  
8 learning beyond that first basic class. But yet we're having  
9 some trouble, we have sluggish enrollment in experienced rider  
10 courses. It seems that a lot of us are saying that continuing  
11 education is a good idea but for some reason it's not  
12 happening.

13 Do you have any ideas or suggestions on how to  
14 encourage more riders to take further organized training beyond  
15 the basic rider course or the equivalents from the other  
16 training providers?

17 MR. JACKSON: Temporarily, yes, and again I'll speak  
18 to the experience I know best, Indiana. A few years ago, we  
19 were able to offer the skills waiver for the endorsement  
20 through the experienced rider course as well. Prior to that,  
21 to enroll in the experienced rider course, you had to already  
22 have an endorsement. It was changed a few years ago to where a  
23 permit would allow you to take that, and for about two year  
24 period, we saw a pretty dramatic increase, and when you're  
25 talking small numbers, small numbers reflect a dramatic

1 increase.

2           We have been enrolling typically a couple hundred  
3 students annually statewide in our experienced rider courses,  
4 whereas our introductory courses were about 7,000 students  
5 annually. In the year when we introduced the availability of  
6 the waiver, we doubled our numbers, which again is still only  
7 about 400, but it was a large increase. It has since flattened  
8 and dropped a bit again. So we think we caught a bunch of  
9 those folks that didn't really want to go through a basic  
10 course but thought, here's a chance to get myself legal, learn  
11 a little something and get my endorsement. So at least  
12 temporarily that was a way to increase or boost that or give  
13 some sort of incentive that prior to that wasn't really  
14 available through the experienced rider course, only through  
15 the introductory class.

16           I think a lot of the key, and it's getting that first  
17 one. You know, if we can get somebody in this club, this  
18 group, this organization to get excited about it and bring the  
19 entire chapter or the entire organization or their buddies with  
20 them, be that sport bike, touring, whoever it is, that may open  
21 the flood gates, but getting the first one is tough, and we see  
22 these little waves and it comes and it goes.

23           One of the other possible problems or challenges that  
24 faces us is there's still a question about access to rider  
25 education. You know, are meeting the demand, and there's some

1 varying opinions on that. A few years ago, we felt pretty  
2 confident we were. Then for a few years we thought, well,  
3 there's an awful lot of folks that want in that don't seem to  
4 be able to get in. We thought we weren't, and now it looks  
5 like we're meeting that demand fairly well. Again, that's  
6 going to vary from state to state, and metropolitan area and so  
7 on. But when you've got the factor working 24 hours a day to  
8 try to build this product, additional offerings are difficult  
9 to find the space for. So the experienced rider course didn't  
10 seem to be as critical, at least at that time. We needed to  
11 meet the demand for those folks that needed to get in. So  
12 those are some of the issues.

13 DR. OCHS: Just as a comment, one of the things, one  
14 of the design parameters of our system was develop a hook of  
15 some kind. That's why we changed the old experienced rider  
16 course. It was basically a full day course and half the day or  
17 even more so was in the classroom, to really a skills training  
18 episode, and then built in the cognitive and attitudinal  
19 aspects and range side discussions. And that's helped  
20 tremendously because again you can run two courses in a day.  
21 It's more attractive for that rider out there, but I think it's  
22 a matter of identifying the driving forces. There's not many  
23 people wanting to drive towards safety or removing restraining  
24 forces, which would be just the embarrassment or use of  
25 training motorcycles, and the public acceptability of it. Our

1 cultural acceptability of training is good. Safety is good as  
2 opposed to the macho thing, which I think somebody mentioned.

3 MS. ROEBER: Mr. Jackson, could you perhaps go into  
4 how rider groups might handle -- being in a rider group, how  
5 rider groups might handle whether their members are licensed  
6 and trained? Is it a requirement to be in your rider group?  
7 Is it a requirement to go on weekend rides, that type of thing?

8 MR. JACKSON: Perhaps I may answer that. With some  
9 organizations it varies. You know, everybody has their own set  
10 of by-laws, rules, guidelines, whatever they want to call them,  
11 and I mentioned earlier that a lot of organizations offer more  
12 incentives or perks. In other words, you get a patch or a pin  
13 or something for completing a certain segment or certain  
14 component. There are some that require you to have an  
15 endorsement on your license to be a member. Our organization  
16 is not one of those. Certainly we encourage it but we're back  
17 to the whole regulatory, mandatory thing. We would much rather  
18 dangle the carrot than swing the stick. So we encourage that.  
19 We do not require it.

20 MR. COLLINS: I'd like to open to the panel and maybe  
21 expand a little bit on another one of Mr. Brazy's questions.  
22 Given the sluggish enrollment in the advanced courses, is there  
23 perhaps some interest or benefit you can see in expanding the  
24 model perhaps with the insurance companies to get them to offer  
25 an increased discounted with increased education or at the risk

1 of throwing a sensitive subject out there, perhaps some sort of  
2 motivation to continue your education, linked to licensing or  
3 endorsement.

4 DR. OCHS: MSF has been in discussion many times with  
5 insurance providers to try to get some movement towards that.  
6 In other words, their completion card is good for how long?  
7 And many insurance agencies or companies have indicated they  
8 have an interest in saying, you know, maybe we will not provide  
9 the discount past a two or three year period. We would like to  
10 get in sync with that in terms of safety renewal. That is one  
11 possible motivating incentive.

12 MR. GARETS: I think a lot of the challenge with  
13 groups is meeting them where they are. There's a lot of peer  
14 pressure that's involved in that, and so we've established a  
15 community-wide service, it's on the list there, called lead  
16 rider list, that involves all the clubs and organizations in  
17 our state and a way to try to get into them because what you  
18 want the people to do is meet them where they are, and as an  
19 example of that, we actually did a training course for a group  
20 that -- it was actually a saloon in Bend that called us and  
21 said, I'm really interested in a training course, and I said,  
22 sure off site, I'd be happy to do it, and so we did some of  
23 that.

24 So the whole insurance aspect is a motivator if you  
25 can get the insurance companies on board and that's not always



1 an easy task, and so in the absence of that, you have to  
2 continue to reach out to your organizations and members.

3 DR. OCHS: And since you did bring clubs up again,  
4 some of the member companies of MSF provide incentives. If you  
5 purchase a motorcycle and belong to one of those groups, they  
6 will actually reimburse part of the tuition, which is a nice  
7 touch to promote the safety angle.

8 MR. COLLINS: Mr. Garets, I think you're in kind of a  
9 unique position on the panel given the strong relationship that  
10 you have with the university, and I was wondering if you could  
11 briefly talk about the benefits and maybe some of the  
12 challenges in that relationship. In particular, does TEAM  
13 OREGON drive research and does the research drive the work of  
14 TEAM OREGON in the curriculum development?

15 MR. GARETS: Yes, actually, you know, when I started  
16 to work at OSU, I wasn't quite sure of that relationship but  
17 it's flourished over the years. The advantage of working for a  
18 university is research. You have a research -- you've got a  
19 pool of qualified researchers out there that you can use as  
20 advisors and consultants to help guide the whole research  
21 processes which is what we've done. So that's, that's been  
22 helpful. There are no disadvantages that I can find in working  
23 for the university. We have had great luck in being able to  
24 reach out to specialists within the entire university community  
25 to help guide us in our curriculum development and revision

1 process.

2 MR. BRAZY: Mr. Garets, can I ask you a follow up  
3 question about -- sorry. Can you hear me?

4 MR. GARETS: I can hear you.

5 MR. BRAZY: You mentioned in your presentation that  
6 in the State of Oregon, the statistics that you provided showed  
7 that the other vehicle driver was not at fault as often as  
8 we've seen in data provided from other studies such as the  
9 MAIDS study and in come of the statistics provided by NHTSA.  
10 Do you have an understanding of why that might be?

11 MR. GARETS: Well, yesterday I heard a report that 20  
12 percent, and I don't know from which study or which presenter,  
13 were the fault of the motorist. We have a unique environment,  
14 and Oregon is mostly -- is a lot of rural and a lot of windy  
15 roads. And so that's where we're seeing the biggest  
16 concentration of crashes and fatals are on those windy roads.  
17 When you go out for a ride, those weekend rides usually involve  
18 riding windy roads and exposure that you have to crashing,  
19 count the curves between here and there. So what I wanted to  
20 do is to go in and actually review the crash data, and we have  
21 that crash data, and we've interviewed the investigators and  
22 gone back to review all those crashes. And we don't do it  
23 every year, but we do it periodically, and just to find out  
24 what's happening in the fatal data. That's where we get the  
25 most information, and then we do get some crash data to

1 compare, and then we also hold that comparison up to the  
2 examples that we're seeing in our training programs, and what  
3 the riders are doing particular in the ART class and where you  
4 see the problems happening.

5           So that's where we started to change our focus, and  
6 it was really an alarming fact to me to find out when you go  
7 through all of those and you take a look at them, that such a  
8 small percent of those are actually the other driver's fault,  
9 that they're the fault of the motorcyclist running widened  
10 curves, hitting cars head on, rear ending cars, and there are a  
11 number of situations in those example where I cited that there  
12 were a couple of crashes where the car did pull out, the  
13 motorcycle didn't hit them but they still crashed and were  
14 killed in that crash, and those are included as the motorist at  
15 fault. So there's a lot of work to be done with the motorcycle  
16 community.

17           MR. BRAZY: Thank you, sir.

18           MS. ROEBER: Mr. Thompson, what information does  
19 Wisconsin, or to the extent that you know about other states,  
20 other states keep about the people that take training? In  
21 other words, if I'm a police officer or I'm Mr. Collins  
22 investigating a crash, and I want to know if the motorcyclist  
23 involved in that crash has taken training, how would I find  
24 out?

25           MR. THOMPSON: That varies from state to state as you

1 said. I know in Wisconsin our crash files and driver file and  
2 our student file do not talk to each other at this time. We're  
3 working on that, trying to make that happen. It was unique  
4 back in 1987, when we were able to do that other study. We  
5 have not been able to replicate that since. But in some  
6 states, they may have access to an electronic file that would  
7 have all the students who graduated and the police department  
8 may just need to contact the state or perhaps even at the  
9 sponsor level to find out if they took a course or not.

10 MS. ROEBER: I'd also like to know a little bit about  
11 how Wisconsin enforces its training and licensing requirements,  
12 starting with, because we talked before the session, and you  
13 told me how relatively low your unlicensed, untrained  
14 population was, and I was interested in knowing how you got it  
15 to be that low and how you enforce it, and if you know to the  
16 extent that you can compare that to other states?

17 MR. THOMPSON: We had a campaign that was directed  
18 towards the unlicensed driver or rider, and it included  
19 posters, brochures and we went out on kind of an emphasis area  
20 for about two years in that respect. At one time, about 10  
21 years ago, I believe through the FARS data, we were at about 45  
22 percent unlicensed in fatal crashes. It's been fluctuating  
23 between about 16, 18 percent and I think one year it was up to  
24 about 24 percent.

25 As far as enforcing it, it's something that you're

1 going to find out when you stop the car or stop a motorcyclist  
2 for a violation or an accident, and find out that they're not  
3 properly licensed. It's not something that's usually use, you  
4 don't, you know, randomly select somebody and pull them over to  
5 find out if they have a motorcycle endorsement.

6 MS. ROEBER: Thank you. Mr. Robinson, what are the  
7 pros and cons of offering that carrot, that waiver, that if  
8 they take the education course and they pass the education  
9 course, that they might get to skip their knowledge test or  
10 their skills test or both as far as licensing is concerned?

11 MR. ROBINSON: Well, I think largely it's a pro.  
12 Again, I do think that licensing and education go hand in hand,  
13 provide the training to the individual and then provided that  
14 they've completed the requirements, give them the endorsement  
15 in which to operate that motorcycle.

16 Maybe from the con side, I do believe that whatever  
17 testing is done, that ends as an end result of receiving a  
18 license or an endorsement, those tests should be equivalent to  
19 a licensing test. One of the other aspects that has been dealt  
20 with in third party testing within a commercial driver  
21 licensing program, when you look at those who test individuals  
22 they've trained, there tends to be a conflict of interest. I  
23 know that's problematic when it comes to rider education. I do  
24 think sometimes instructors get very attached to their  
25 students, and they want to see their students do well.

1    However, I think that's going to be problematic when it comes  
2    to rider education and waiver programs, but I do think that the  
3    tests that are given at the end of the course, if you're going  
4    to receive a waiver, need to be equivalent or better than what  
5    a licensing test should be.

6            MS. ROEBER:   And my last question which is to a large  
7    extent for Mr. Robinson, perhaps for Mr. Robinson or anyone  
8    else who wants to chime in, what guidance or how would your  
9    motor vehicle record affect your ability when you're applying  
10   for that endorsement, you know, if someone has been suspended  
11   for multiple traffic infractions in their car, are they going  
12   to be able to get a motorcycle endorsement and does the MOLS  
13   provide any guidance on that?

14           MR. ROBINSON:   Now generally if your privileges are  
15   suspended, that is certainly going to impact your ability to  
16   get a motorcycle license.   The one case where that might be  
17   different would be for a work permit.   You know, for instance,  
18   my license has been suspended, but I do need to have  
19   transportation to work in order that I don't lose, you know, my  
20   earnings potential.   But generally if you are suspended, you're  
21   suspended.

22           MR. THOMPSON:   That's pretty much the same thing in  
23   Wisconsin.   The one thing we will do though, is if a person is  
24   revoked or suspended, we will allow them to take the basic  
25   rider course during that suspension or revocation, but they

1 will not be able to get the waiver honored and get their Class  
2 M license until they're reinstated.

3 MS. ROEBER: I'm done.

4 MR. COLLINS: Thank you, gentlemen. I think that  
5 concludes our questions. Dr. Price.

6 DR. PRICE: Would you like to lead us, Member  
7 Hersman?

8 CHAIRWOMAN HERSMAN: As you can tell, we're a little  
9 behind schedule. We're probably going to have to reduce our  
10 lunch period by a little bit. Let me start off with a couple  
11 of difficult questions. Motorcycle Safety Foundation kind of  
12 cornered the market on training, and my question is since they  
13 are funded by the industry, does this present a conflict of  
14 interest or is there something that should be of concern? And  
15 if they don't do it, who does do it? Who could step in?

16 DR. OCHS: I think if you go back -- thank you for  
17 the question. If you go back the 30 plus years, you find out  
18 that what stimulated the growth that we have now and the  
19 situation we have now with several state programs is what the  
20 motorcycle safety foundation establishes, the impetus. It's  
21 not a matter of cornering anything. It's a matter of using  
22 best practices and doing what's right for the people, who chose  
23 to ride a motorcycle, and that's what the industry has tried to  
24 do, and that's why the Motorcycle Safety Foundation was funded.

25 It's a responsibility that the manufacturers have to

1 their customers, to have some kind of arm that looks at safety  
2 and education and training. Since it began, the emphasis has  
3 been on what works best for most, and in terms of program  
4 development, curriculum development, licensing, all --  
5 basically all the initiatives the country uses now is from a  
6 Motorcycle Safety Foundation. I think you use a foundation  
7 more if -- a foundation that was founded as well as a  
8 foundation for all the growth that has occurred in the  
9 motorcycle safety arena.

10 We support any initiatives that work toward more  
11 training, and it's not a matter of competing or -- it's a  
12 matter of doing what's right for the motorcyclists. That's  
13 what our board stands for. That's what they represent, and  
14 that's what they'll continue to represent.

15 CHAIRWOMAN HERSMAN: Now's your opportunity to  
16 comment if you'd like.

17 MR. GARETS: I agree. I think you need to do what's  
18 right for the motorcyclists in your state and in your  
19 community, and I certainly do encourage innovation in  
20 developing programs that meet the unique needs of the people  
21 within your area.

22 MR. ROBINSON: I really don't know who else would  
23 step in. It's a rather expensive endeavor, and as Ray  
24 mentioned, that's why MSF was formed, and I believe it was  
25 sometime in the late seventies, mid seventies. I don't know



1 who else would step in.

2 CHAIRWOMAN HERSMAN: Okay. Let me follow that up  
3 since I've already opened it. There's been a lot of criticism  
4 that the basic rider course has been dumbed down, and it  
5 doesn't prepare riders for on the road experience. Is there  
6 any validation that's done, any comparisons between other  
7 programs that are out there or other international programs  
8 that are being done, and how well is it preparing riders for  
9 collision avoidance?

10 DR. OCHS: One of the things when we developed the  
11 program was to insure that the "what's" didn't change. We  
12 wanted to have the same exit requirements, improve them if we  
13 could, but we wanted to change the "how's." We wanted to  
14 change the "how's" so that it was a better experience, so they  
15 had a better change of transferring safety to the street.  
16 Where we emphasized more the attitudinal aspects, the cognitive  
17 aspects, yet we had the same exit points that we did before.  
18 So the "what" stayed the same. I don't think there's any  
19 dumbing down that occurred related to that.

20 The approach is different in terms of letting more  
21 flexibility occur in the system, and that actually is a  
22 powerful thing that's positive because it lets where the action  
23 occurs, that point when the learning has happened between the  
24 rider coach in a training environment with those students,  
25 where they can really make a difference.

1           I think we've read about some of these dumb down  
2 comments. They are very few and far between. There is one  
3 national publication that has said this. There's no basis for  
4 it. There's no documentation for it. We developed this in  
5 such a way that there was no way we wanted that to happen. We  
6 want to turn the brightness up, believe me, and we certainly  
7 have evidence that we've done that. With the student feedback  
8 that we get, with rider coach surveys we've done. Hands down  
9 the BRC is liked by the rider coaches. They feel the students  
10 get a better learning and training and safety experience.  
11 They're more skilled upon completion than they were in the  
12 former curriculum, and it's not just minor. It's between 40  
13 and 90 percent improvement in terms of the way the curriculum  
14 is now turning out its products so to speak which is those  
15 students. So I think those are unfounded. If there were some  
16 kind of documentation, then we'd love to see it.

17           We went to great lengths to insure that again we were  
18 doing what was best for most with the current, most  
19 contemporary methodologies possible as well as looking at, you  
20 know, how people learn and what the exit points are. We had  
21 several years to build on this, and we had several curricula to  
22 build on. We did look at the international community but quite  
23 frankly, the United States is the envy of the world when it  
24 comes to how we operate motorcycle safety, how it's funded.  
25 The rest of the world basically is enthusiasts teaching

1 enthusiasts with a lot of private training, and there's no  
2 organized curriculum there. And we get international calls all  
3 the time; can we use your curriculum? How can we get the  
4 things going that you have going, et cetera? And we try to  
5 work with those on a case-by-case basis where we can. But  
6 we're very fortunate in this country to have the backing of the  
7 manufacturers to do the things we're doing.

8           There is no way they would let us do something like  
9 that and, you know, we turn the brightness up, and we have all  
10 kinds of evidence to support that.

11           MR. JACKSON: Well, I won't really defend nor condemn  
12 the BRC. Indiana was one of the last states to actually go to  
13 the BRC, and in doing a pilot test, the state training  
14 specialists and I conducted a class and we did notice and  
15 remark to each other that one of the students we had in that  
16 class wouldn't have gone as far in the previous curriculum. In  
17 other words, they wouldn't have been able to meet the  
18 requirement or meet the objective in a certain exercise, and  
19 would not have been able to continue within that curriculum.  
20 Subsequently, that student ended up completing successfully the  
21 BRC, and we were scratching our heads trying to decide if that  
22 was a good thing or a bad thing, and we're still kind of  
23 scratching our heads. You know, as we mentioned earlier,  
24 regardless of how wonderful your product is, if there's no  
25 exposure to it, it's sitting on the shelf. It doesn't do any

1 good. Conversely, if you've got a watered down product, what  
2 good does that do to give to everybody, and the jury's still  
3 kind of out on some of that, at least again I'm speaking to our  
4 experience in Indiana. At first we kind of marveled and  
5 thought, wow, that's pretty neat. This guy wouldn't have made  
6 it before yet here he is and he's made it, and I still don't  
7 know really if that's good nor bad.

8 DR. OCHS: If I can follow up with that. Thank you,  
9 Jay. In incorporating the principals of how people learn motor  
10 skills, it's a matter of learning basics first and then speed  
11 and finesse coming after that, and that's one thing we did  
12 change in the curriculum. Certainly the BRC, as all former  
13 curriculums, is a screening process. The pass/fail rates are  
14 almost identical between the former curriculum and the one we  
15 use now, which is again further evidence.

16 We've heard this anecdotal information, too, that  
17 students tend to stay in longer and we think that's a good  
18 thing because at least they get the skills because many of them  
19 that are unsuccessful may go ride anyway. So we like the idea,  
20 as someone said earlier, capturing them at any point in time.  
21 But we do emphasize fundamental basic skills and then, of  
22 course, compliment that as best we can with the strategies and  
23 the attitude and the self-assessment that says, am I ready?  
24 And I think that's a real smart way to do it.

25 CHAIRWOMAN HERSMAN: Given the time, I have a number

1 of questions, and what I'd like to do is ask you all to provide  
2 this information as follow up. I'd be interested in the  
3 pass/fail rates of the classes that are offered and the before  
4 and after, the actual costs of training and how it's  
5 subsidized, and what it would cost if riders had to pay the  
6 full value of training, your opinions on whether or not riders  
7 should have instruction or learners permits as is required in  
8 the Team Oregon. I know I took the BRC class and I hadn't, I  
9 hadn't taken my written test yet. So I didn't have any  
10 instruction permit, and the one thing I was curious about is  
11 that, Mr. Garets, you mentioned the traffic interaction portion  
12 of your class, and that it was higher when you compared it.  
13 I'm not sure what traffic interaction you're talking about. In  
14 my class it was just a person who was -the lead rider who was  
15 slow that was holding everybody up. That was our traffic  
16 interaction, and we didn't have any real interaction with  
17 traffic, no over the road component in our training. What are  
18 you referring to when you talk about traffic interaction?

19 MR. GARETS: We, we have a drill at the end of the  
20 day that is actually an intersection set up with one way around  
21 the perimeter and a four way stop at the intersection, and so  
22 this -- we don't take them over the road, but we do take them  
23 up them to that point and run that 20 minutes and that gives  
24 them an opportunity to apply the skills that they've developed  
25 over the course of the entire program, and the mental

1 strategies in being able to select the gapping, able to turn  
2 from a stop and actually interacting with traffic at that  
3 intersection situation.

4 Our instructors were scared to death of it when we  
5 introduced it, but it's actually turned out to be a great  
6 benefit to the students because they get a chance to see, this  
7 is what it's like on the street. This is what it's like  
8 interacting with traffic, that it's not just riding around the  
9 perimeter being, you know, having your space cushion managed  
10 for you.

11 CHAIRWOMAN HERSMAN: Right. Okay. But it's still on  
12 the closed course.

13 MR. GARETS: It's on a closed course.

14 CHAIRWOMAN HERSMAN: Okay. Thank you. I'll turn it  
15 over to Dr. Ellingstad.

16 DR. ELLINGSTAD: Thanks, I'll try to do double duty  
17 here and cover for Mr. Magladry who is off assisting in the  
18 birth of a grandchild.

19 Let me start with a couple that have been touched on  
20 a little bit about essentially the entitlement to get a  
21 motorcycle driver's license and to ride. I've got a couple of  
22 questions here. Is there a system, which would discourage a  
23 beginning rider who clearly does not possess the motor skills  
24 to safely operator a motorcycle? Most training programs have  
25 the license waiver, which makes it easier for individuals who

1 probably should not rider a motorcycle to get a license. Could  
2 you comment just very briefly in terms of this? Is there a  
3 filtering function that needs to be performed? Is there an  
4 entitlement irrespective of how motor skills impaired a person  
5 is to get a license?

6 MR. JACKSON: I'll try to be very brief. Speaking as  
7 both an instructor of motorcycle safety and examiner for  
8 motorcycle licensing, I would argue that the converse of that  
9 tends to be truer. It is far easier to get the endorsement by  
10 going to your local BMV or DMV and taking a knowledge test,  
11 holding a permit and then going out and taking some sort of  
12 skills test, typically the alternate most. It's probably fair  
13 easier to pass that for most people than it would be to embark  
14 upon a 20 hour curriculum and actually experience some sort of  
15 training under a great deal of evaluation. People that are  
16 successful in a rider education program are successful because  
17 they have learned and have achieved something.

18 As an examiner, quite honestly sometimes it pains us  
19 because it's very objective criteria. Did you put a foot down?  
20 Did you cross a line? If you did not, it's not scoreable  
21 criteria. And we see some pretty pathetic examples of riding  
22 that do not score, and subsequently end up with an endorsement.  
23 Should we make that more difficult, I don't know, it's another  
24 one of those wonderful questions that we need to ask and  
25 hopefully find the answer for.

1           While the alternate most isn't a perfect mechanism,  
2 it really is about the best we have because if you try to get  
3 it more complicated, it requires more space, it requires more  
4 resources. Then it becomes -- then it's not feasible any  
5 longer. So that the perfect solution is probably yet to be  
6 determined, but those critics that may say, are you allowing  
7 people to get an endorsement by just going through the class, I  
8 would say they've achieved a great deal more going through a  
9 rider course than they would have in exhibiting through a  
10 license examination.

11           DR. ELLINGSTAD: Is there a sense that there is  
12 actually some filtering going on, that people discover through  
13 this process that they shouldn't be doing this?

14           DR. OCHS: There's absolutely a filter. I mean  
15 there's almost 30 and 40 percent reports are that people that  
16 choose not to ride after they do it. The exit point is  
17 basically the same or better. It's the same and it does match  
18 up with what the DMV test might be, but then you have the  
19 strategies, the education component that comes on the backside  
20 of that. The motivation has always been there for people to,  
21 to get a license waiver because that's what gets people into  
22 training, and the same thing happened on the driver ed side  
23 where incentives to get somebody the educational experience,  
24 maybe could reduce a wait time whereas at least on the  
25 motorcycle side it does not do that. It simply becomes the



1 training and passing function.

2 DR. ELLINGSTAD: Okay. Thanks. Let me move on to  
3 another question relative to the skills test. Mr. Robinson had  
4 indicated that the skills test used in the courses needed to be  
5 at least as good as the licensing skills test. Is there  
6 adequate evidence that that is, in fact, the case? Has there  
7 been adequate research done to equate licensing tests to the  
8 tests that are used in the courses?

9 MR. GARETS: Our field test involved a test analysis  
10 that compared the end of course skills test in the BRT with the  
11 licensing test as well. I do believe that the DMV or the BMV  
12 has an obligation to continue to provide an oversight to  
13 whatever tests are being provided and whatever training is  
14 being provided within that state, but we did study that.

15 DR. ELLINGSTAD: Mr. Thompson, do you have some  
16 national data relative to that?

17 MR. THOMPSON: No, I don't have any national data  
18 available for that, but what I can say, we have the motorcycle  
19 in traffic test which is different than the alternate MOST test  
20 which is given on a range off street, and we felt when we  
21 implemented that, that the BRC, that that was a better test at  
22 that time than what we were doing, and the course was a better  
23 test than what we were doing on the street because on the  
24 street you're waiting for certain things to develop and on the  
25 course, you're providing some of those things where you have to

1 do a quick stop, a basic maneuver, and things like that.

2 DR. ELLINGSTAD: Okay.

3 DR. OCHS: Excuse me. I think it's important to  
4 point out the alternate MOST is the test used by most states.  
5 It's 30 feet by 75 feet. It's a pretty small postage stamp,  
6 and it does require some skill to navigate, whereas in the  
7 typical course you're talking about, at least three times the  
8 speed and you're looking more at cornering type skills which  
9 are very important, of course, to exit out of a program. So by  
10 far way, the experience of a course validating a skill test is  
11 better than the basic DMV test.

12 DR. ELLINGSTAD: Have there been empirical studies  
13 done to establish that equivalent?

14 DR. OCHS: The development of the MOST test back some  
15 20, 25 years ago, was validated at that time, but there has not  
16 been anything done in the last 15 years that I'm aware of in  
17 terms of validating.

18 DR. ELLINGSTAD: Is that a deficiency?

19 MR. OCHS: No, I don't think so. I think the design  
20 parameters back then were extremely good. You're still talking  
21 about a single-track two-wheel vehicle, and what we did in  
22 developing the BRC, for instance, the exit test is what we --  
23 we compared that with the exit test of the previous curriculum,  
24 which had been validated previously, and that was kind of the  
25 validation that was done.

1 DR. ELLINGSTAD: Okay. Mr. Thompson, do graduates of  
2 the Rider's Edge course get the license waiver equivalent to  
3 the other training courses in Wisconsin?

4 MR. THOMPSON: Yes, they do.

5 DR. ELLINGSTAD: And that works out?

6 MR. THOMPSON: That seems to be working out fine.  
7 They meet the same basic requirements through the Rider's Edge  
8 course as what we have in the basic rider course.

9 DR. ELLINGSTAD: Okay. Turning as the audience  
10 questioners do to another topic now, Mr. Robinson, has reviews  
11 of other countries' licensing practices been done? Has it  
12 informed any licensing practices in the United States?

13 MR. ROBINSON: I would say licensing practices, when  
14 it comes to motorcycle licensing, I don't think has been in the  
15 forefront from the MVA's perspective, at least in the past  
16 decade or even more. I think that the Motor Vehicle  
17 Administrations have been consumed with other activities  
18 relating to the identification, security and the Real ID Act  
19 and commercial driver licensing, just to mention two of them.

20 We are currently looking at practices within other  
21 countries when it comes to motorcycle licensing. And generally  
22 speaking when you look at the European community itself, any  
23 form of licensing, whether it's motorcycle, automobile or  
24 obtaining a commercial vehicle license, tends to be more  
25 stringent in the European community than it does in the U.S.

1 and, in fact, in the European community, education is very  
2 heavily tied to those licensing requirements as well, and can  
3 be very costly to an individual to get that license within the  
4 European community. Sometimes thousands of dollars in order to  
5 get that license or endorsement.

6 DR. ELLINGSTAD: Okay. Another observation by one of  
7 our audience participants is that European training uses helmet  
8 communication devices and uses on road real time training types  
9 of exercises. Is that something that the U.S. should consider  
10 or, Mr. Thompson, is this at all analogous to the on road  
11 activity that you've described?

12 MR. THOMPSON: I'll leave most of the comment  
13 possibly to Dr. Ochs, but the original BRC did have an on road  
14 component. That's the one I took when I first learned how to  
15 ride a motorcycle. There have been two states that I believe  
16 within the last 10 years that did have an on road component.  
17 One was Minnesota and Maryland also had an on road component.  
18 I don't know if either -- I don't know if Maryland is still  
19 doing it or not. I don't think that Minnesota is still in the  
20 process of doing that.

21 DR. ELLINGSTAD: How did they implement that?

22 MR. THOMPSON: They did that on their own. It was I  
23 believe in cooperation somewhat with the MSF, giving them their  
24 blessings, but it was something that each state did on their  
25 own volition.

1 DR. ELLINGSTAD: Okay.

2 DR. OCHS: Just again as a point of comparison, in  
3 the European community, training is taken much more seriously  
4 as Brett mentioned, is more costly and there's a respect for  
5 the vehicle over there, the motorcycle that you don't see in  
6 this country. Again, it's balancing safety and mobility.  
7 We're more about the freedom. We're more about the expression.  
8 And motorcycling may be as more of a hobby and it's more of a  
9 serious vocation when it comes to the other communities.  
10 Regarding the on road part, as you've noticed, we are  
11 developing an on road component because that piece is a nice  
12 addition for somebody that's never been on the street, and did  
13 experience the program in Maryland, and they have not had a lot  
14 of great success enticing people to come back to take the on  
15 road portion after they complete the BRC, and it's included in  
16 the price of the course, but we're still working in cooperation  
17 with them to fine tune our curriculum.

18 MR. ROBINSON: And again, I think it's important to  
19 look at what the licensing practices are within other countries  
20 but I do think that we need to be very careful within this  
21 country. One of the last things we want to do is to make  
22 licensing so difficult that we exacerbate the current  
23 unlicensed rider problem that we have. We have too many  
24 unlicensed riders currently, and we do not want to make that  
25 problem worse.

1 DR. ELLINGSTAD: We realize that. I think that the  
2 last question here though focused on training, and should there  
3 be some development of an on road training that might use  
4 things like a helmet communication device.

5 MR. GARETS: I think it should be studied. I think,  
6 you know, that the curriculum should be developed, and it  
7 should be tested so that you can get answers to that question,  
8 if it hasn't been studied.

9 DR. ELLINGSTAD: Okay. There were a large number of  
10 questions from the audience having to do with basically the  
11 evaluation of training activities in relation to accident  
12 involvement and that sort of thing. I think that in response  
13 to Mr. Brazy's questions, all of you have probably commented in  
14 ways that I hope addressed, you know, all of those questions.  
15 I think Dr. Price has a couple of more questions and then we  
16 should wrap up the panel.

17 DR. PRICE: I'd just like to start off by also  
18 acknowledging that there were many audience questions. Our  
19 Technical Panel I think covered it but just for the panel's  
20 information, would like to acknowledge that there are many  
21 audience members who have a great interest in understanding how  
22 we can better encourage experienced riders to take rider  
23 education and continuing education. So I'll just say that as  
24 an information piece to encourage our panelists to continue to  
25 think about that. But as for specific questions that may not

1 have been touched on yet, I know Member Hersman alluded to  
2 this, that she wanted to get this information in writing, but I  
3 will ask a question because it's coming out of the audience,  
4 perhaps specifically for Mr. Thompson. Based on your  
5 involvement in SMSA, do you have a sense across the states, how  
6 many states -- in which states or in how many states are  
7 training courses funded by rider groups as opposed to other  
8 sources, states and what not?

9 MR. THOMPSON: Are you alluding to whether they are  
10 funded through a general fund or through licensing and  
11 registration fees?

12 DR. PRICE: That's correct. And I'm trying to get a  
13 sense, if I'm representing this question correctly, to get a  
14 sense of how various states accomplish funding? And as a  
15 dovetail to that question, there was another question that asks  
16 about just the variability of cost, how some of the courses,  
17 you know, cost \$125, some \$350 and just giving an understanding  
18 of what are some of the factors that lead to that variability  
19 within states?

20 MR. THOMPSON: Well, again, as I said in the first  
21 comments, each state is unique. Some of them fund their  
22 courses more fully and sometimes I think they are funded  
23 practically completely with registration and licensing fees,  
24 whereas like in Wisconsin, ours were funded almost entirely  
25 with general funds up until probably about eight or nine years

1 ago.

2           As far as cost fees, that is something that is set by  
3 the state. Sometimes a state sets it within their office,  
4 whoever is administering the program. In our case, in  
5 Wisconsin, they are set by the, the Technical College Board,  
6 for all the technical colleges in the state. So we really  
7 don't have a whole lot to say about it, but we did work with  
8 them for the last increase that we had in that. So it varies  
9 all over the board. It depends upon the state, and the  
10 administration -- who is administering the program, which  
11 agency, and in some cases it might be the local sponsor.

12           DR. PRICE: Thank you. Another question, similar to  
13 -- I guess one thing I wanted to follow up on, Mr. Thompson,  
14 that you had mentioned in your presentation, that came from the  
15 audience is, getting a sense of how you determined the criteria  
16 for establishing which groups should be required to take  
17 training? I think you made mention of, if you had failed a  
18 certain number of skill tests. How did Wisconsin come up with  
19 those numbers?

20           MR. THOMPSON: We looked at a number of crashes and  
21 this goes back probably to the mid eighties, and there were  
22 people that had been killed in crashes that had like 25 cycle  
23 instruction permits. It was unbelievable, they just renewed it  
24 year after year after year, and we looked at that and said,  
25 something's got to be done. We've got to get them into the



1 educational system. So the two things that we added, other  
2 than the under 18, was that if they failed the skill test  
3 twice, they needed to take the course. They had already shown  
4 that they don't have the skills. They need to get in there and  
5 get some help, take a rider Ed course.

6           If they are coming in for their fourth cycle  
7 instruction permit, then they've not gotten into the system.  
8 They are just avoiding it. They need to get in and take a  
9 course, and if they complete the course, they get the skill  
10 test waiver, and obviously they're going to be licensed. So it  
11 seemed like a win-win situation all the way around.

12           DR. PRICE: A similar question from the audience is  
13 getting a sense of what we know about the court system and if  
14 motorcycle training is sometimes prescribed to people who have  
15 been in accidents or have violations, and speaking to that as a  
16 practice and its efficacy.

17           MR. THOMPSON: Yes. Some of them have court referral  
18 systems where if they're referred to a rider education course,  
19 we have that coming online before too long for certain  
20 violations, but what we do have is a point reduction school, so  
21 that if anybody acquires more than eight points, they can go  
22 and have their points reduced, and they can do that through  
23 rider education, if those points are related to a motorcycle  
24 violation.

25           DR. PRICE: Okay. And my final question to whomever

1 may be able to answer it, perhaps Mr. Robinson, have we thought  
2 about working with dealers and asking them to look at not  
3 selling a vehicle or asking them to encourage riders to have a  
4 license? Is that something that's been discussed, approaching  
5 it through the dealership?

6 MR. ROBINSON: The motorcycle technical working group  
7 that I'm working with, they have discussed that. I will also  
8 defer that question to others on the panel. We are discussing  
9 it. We are looking at, and it will be a possible recommendation  
10 in the revised guidelines document, but again it can only be a  
11 recommendation.

12 DR. OCHS: We find around the country, dealers are  
13 very supportive of riding training. In fact, they include that  
14 as, I hate to call it a pitch, but they include that in terms  
15 of the presentation to people that come in. There's no  
16 requirement for them to do that. They're strongly encouraged  
17 from the manufacturers to do that though, and they are very  
18 support of rider education. They want repeat customers.

19 MR. GARETS: We have programs with the dealers where  
20 we will give them vouchers so that they will reserve seats in  
21 classes for them so that they have a customer, they have a hot  
22 sale on their hand, and then they want to get them into a  
23 class, they can get them into a class right away for that seat.

24 One of the things you mentioned, the insurance  
25 companies, I think we should look at it, is to determine

1 whether insurance companies are issuing insurance on  
2 motorcyclists that have endorsements and are actually checking  
3 that. That's one of the things that haven't really been  
4 consistent over the years. So it's worth looking at.

5 DR. PRICE: Thank you very much. I'll turn it back  
6 to Member Hersman.

7 CHAIRWOMAN HERSMAN: As you can see, there was a lot  
8 of interest in your presentations and this panel. I thank you  
9 very much for being with us. We will take a 10-minute break,  
10 and reconvene at 10:40.

11 (Off the record.)

12 (On the record.)

13 CHAIRWOMAN HERSMAN: Dr. Price, will you please  
14 introduce the next panel.

15 DR. PRICE: Thank you, Member Hersman. Our next  
16 panel this morning will be public education and awareness, and  
17 our panelists are Mr. Dean Thompson from the Motorcycle Safety  
18 Foundation, Mr. Wayne Wierson from ABATE of Iowa, Mr. Chad  
19 Burns from the Georgia Department of Driver Services and for  
20 the State Motorcycle Safety Administrators, and Mr. David  
21 Snyder from the American Insurance Association.

22 Our staff Technical Panelists are Mr. Hank Hughes and  
23 Dr. Rafael Marshall.

24 We'll begin today with Mr. Thompson.

25 MR. THOMPSON: Thank you, Dr. Price. Again, I'm Dean

1 Thompson, Director of Communications from the Motorcycle Safety  
2 Foundation. I appreciate the opportunity to speak with you  
3 today about public education and awareness.

4           Although the MSF develops education and awareness  
5 programs for both motorists and motorcyclists, much of what  
6 I'll speak about today will refer to communication to the  
7 motorists.

8           The UK Government has an objective of reducing road  
9 deaths and injuries by 40 percent by the year 2010. One of the  
10 audiences that they address is that of the driver. Please have  
11 a look at the screen.

12           (Plays video.)

13           Again, that was part of an ongoing sponsored campaign  
14 in Britain to reduce all kinds of roadway injuries.

15           New York has recently produced a commercial using a  
16 similar crash scenario, and it is this unfortunate scenario in  
17 all too many like it that is why we're here today. We've all  
18 seen the crash statistics. Over half of all fatal crashes  
19 involve another vehicle and the motorist is generally at fault.

20           From AAA, driving is a complex and often demanding  
21 task even for the best of drivers, and add to this, that no  
22 matter what the study, driver inattention is becoming an  
23 epidemic. It only takes a moment of attention away from the  
24 driving task, whatever the reason for distraction, to miss  
25 seeing a motorcyclist when making a turn or to drive across the

1 centerline into the flow of oncoming traffic.

2 We are a society that is becoming increasingly  
3 dependent on multitasking, often operating as a matter of  
4 course, with continual partial attention as we go about our  
5 daily lives.

6 So what's being done for motorist awareness efforts  
7 in this country? Well, you have everything from a father in  
8 Colorado who tragically lost his daughter in a motorcycle crash  
9 and asked for help with his efforts to provide a motorist  
10 awareness messages, to a State Administrator in Missouri who  
11 asked to use outdoor boards we had just recently developed, to  
12 launch a motorist awareness campaign in his state. So what we  
13 see is a mix across the country where there's a father in  
14 Colorado, or the State Administrator in the south, or  
15 everywhere in between. The fact is, that often motorist  
16 awareness efforts would not exist without someone to champion  
17 the cause.

18 The State Motorcycle Safety Administrators survey  
19 sheds more light on awareness and education efforts in this  
20 country. Only 30 percent of administrators reported that they  
21 had any public awareness and information budget, and these  
22 budgets were generally quite small.

23 What can research on awareness campaigns tell us? In  
24 this country, while research on motorist awareness campaigns is  
25 uncommon, research on impaired driving awareness campaigns

1 showed that the successful ones were high quality, well  
2 executed and well funded. One of this is the you drink and you  
3 drive, you lose campaign. The first time federal funds were  
4 used to purchase advertising for an impaired driving program,  
5 it was about \$11 million federally and \$25 million in total  
6 when you add the state's participation, and while this campaign  
7 was successful in raising awareness of important social issues,  
8 we all need to keep in mind is that in any effort we make,  
9 awareness is not the ultimate objective. Behavior change is.

10           With that, let's take a look at what the Motorcycle  
11 Safety Foundation is doing in the area of public education and  
12 awareness. The MSF's role is to provide expertise, assistance  
13 and creative materials to those interested in pursuing motorist  
14 awareness efforts. We also deliver safety messages through the  
15 medical relations to increase awareness of rider education and  
16 training, and promote safety messages to both motorists and  
17 motorcyclists.

18           In addition, we fund awareness campaigns at  
19 motorcycle rallies in Daytona Beach, Florida, and Sturgis,  
20 South Dakota, with messages for drivers and for riders.

21           We develop alcohol awareness public service  
22 announcements for motorcycle riders, as well as television and  
23 radio motorist awareness public service announcements.

24           And we have a new motorist awareness campaign, with  
25 outdoor billboards, PSA advertisements, posters and bumper

1 stickers. And all these materials are available for free for  
2 use by anyone who asks us.

3 To further our mission of advocating for a safer  
4 rider environment, we collaborate with the DOD, NHTSA, State  
5 Administrators, the National Safety Council, and IFZ, as well  
6 as AAA who produced this, and insurance companies. This one  
7 was Century Insurance that sent this awareness message to all  
8 its customers nationwide.

9 We recently produced an ad to talk to those involved  
10 in roadway planning, design and construction.

11 And we have host an event programs that Dr. Ochs  
12 referred to earlier, to help get safety messages into the local  
13 communities. One of them, our current common road program  
14 educates everyone about sharing the roadways with  
15 motorcyclists. And we are currently in production on an  
16 entirely new one called intersection. We tell personal stories  
17 from the perspectives of everyone involved about a collision  
18 between a car and a motorcycle at an intersection. It starts  
19 with a crash scene and it ends with a crash scene, and it shows  
20 just how everyone's lives intersect to end up there. And it  
21 will specific audiences, the mom and her family, the  
22 motorcyclist and his, professional drivers, and teens.

23 To be filmed soon, it was a collaborative effort. We  
24 had input from NHTSA and State Coordinators and insurance  
25 companies again, the AMA, MRF, and other rider organizations.

1 And, of course, we had many web resources including our home  
2 site and the new NAMS implementation website where all kinds of  
3 safety information can be found.

4 We also have media relations programs to speak with  
5 everyone and anyone who can help us get the safety messages  
6 out, reaching both motorcycle riders and the public, across the  
7 country.

8 (Plays video.)

9 We also use celebrities such as Lyle Lovett,  
10 Katherine Bell and Ian Ziering, who give up their time to  
11 deliver safety messages as well.

12 (Plays video.)

13 So where do we go from here. The National Agenda for  
14 Motorcycle Safety provides recommendations. They're an  
15 excellent blueprint -- and will be for years to come.

16 From NAMS, span avenues to promote motorists  
17 awareness of motorcyclists where there are captive audiences,  
18 to which we would add, continue to support the grassroots  
19 efforts I talked about earlier.

20 Again from NAMS, educate operators of other vehicles  
21 to be more conscious of the presence of motorcyclists, and all  
22 drivers, all driver education training, mature driver programs,  
23 high schools, remedial programs, should include a component on  
24 motorcycle awareness, to which we would add, get motorist  
25 awareness programs into high schools, whether or not they have



1 driver education programs.

2           And again from NAMS, adequate funding needs to be  
3 devoted to the development and implementation of motorist  
4 awareness issues, to which we would add, states should make  
5 every effort to secure funding for public education and  
6 awareness programs including the pursuit of SAFETEA-LU grant  
7 funds, but we know that a state may have other needs for these  
8 SAFETEA-LU funds, such as training capacity issues that need to  
9 be addressed. So we also believe that in addition to the  
10 SAFETEA-LU grants, the Federal Government should make funding  
11 available for national motorist awareness initiatives and  
12 coordinate national campaigns.

13           A moment for a final thought. Perhaps we should  
14 broaden our thinking regarding driver inattention issues.  
15 Driver inattention takes lives, not just motorcyclists but  
16 pedestrians, bicyclists and other drivers and their passengers.  
17 Let's teach all motorists to think twice about the choices  
18 they make, about their behavior behind the wheel, to truly  
19 understand. Thank you.

20           DR. PRICE: Thank you, Mr. Thompson. Our next  
21 presenter today will be Mr. Wayne Wierson for ABATE of Iowa.  
22 Mr. Wierson.

23           MR. WIERSON: Thank you very much. ABATE in Iowa  
24 stands for A Brotherhood Aimed Towards Education, and that  
25 Brotherhood is a Brotherhood of bikers, men and women that ride

1 motorcycles. And the education that we're concerned with is  
2 actually on several fronts.

3           One, if you want to learn how to ride a motorcycle,  
4 we can teach you. We've got certified instructors by the DOT  
5 that will train you the safe way, the right way. Also if  
6 you're a paramedic, an EMT, a first responder, we sponsor a  
7 class called two-wheel trauma, where we provide a six-hour  
8 class to emergency personnel. These are put on by paramedic  
9 specialists, and we go through the mechanisms of injury on a  
10 motorcycle, the types of injuries that will be sustained, and  
11 the emergency personnel will have an idea by the way the  
12 condition of the motorcycle is, where the body went off the  
13 bike and what injuries might be sustained. Also we have an  
14 awareness program called Share the Road, which I'm going to be  
15 talking to you about today.

16           ABATE is our rights organization. We want to promote  
17 safe riding, and we want to encourage favorable legislation for  
18 motorcyclists.

19           This past spring, ABATE of Iowa sponsored a bill  
20 through the Iowa legislature, that puts this Share the Road  
21 class in every driver's ed class across the state. It also  
22 goes to enhance penalties for right-of-way violations, not only  
23 in motorcycles but bicycles, pedestrians, even motorists. If  
24 you violate the right-of-way for whatever reason, there will be  
25 enhanced penalties for that. I'm not getting this thing to

1 click. Okay. And one more please.

2 Okay. Our Share the Road program is safe highways  
3 equal awareness respect in education. We talk about why those  
4 of us that ride would ride a motorcycle. Whoops. Would you go  
5 back please?

6 It's fun, feel the freedom, basic means of  
7 transportation. This program is for drivers and soon to be  
8 drivers, specifically driver's education students, and we want  
9 to give them an idea why we want to ride. And so we're talking  
10 about the economics, easy to park, challenging. And I tell the  
11 students when I'm riding a bike, my left hand is operating the  
12 clutch, my right hand is operating the throttle and the front  
13 brake, my left foot is shifting gears, and my right foot is  
14 operating the rear brake. So both hands, both feet, both eyes,  
15 to get me down the highway. It beats a video game any day of  
16 the week because it's real. That's why it's challenging.

17 We also talk about motorcycle/car differences,  
18 lighter weight, smaller size, less protection, exposure to the  
19 environment, balance. A car won't fall over if you forget to  
20 put your feet down. We've known guys that have spent the  
21 afternoon in bars, got on a bike and they fell over because  
22 they forgot to put their feet down. They also spent the  
23 afternoon in bars, got on a bike and we buried them. Alcohol  
24 and riding absolutely do not mix. We talk about passenger  
25 limitations. You'll never see a family of four legally riding

1 on a single motorcycle.

2           The reason I'm talking to all these people is the  
3 accident statistics. From the Hurt Report, two-thirds of the  
4 vehicles -- motorcycle/vehicle accidents are the fault of the  
5 vehicle, and over half of those, the right-of-way was violated.  
6 You made a lethal left turn. You pulled out in front of me.  
7 That little mark over on the left, the single-vehicle accident;  
8 that's our fault. That's the rider's fault. And you take an  
9 accident with a single vehicle, and you can say to yourself,  
10 unfortunately with almost 90 percent accuracy, that they were  
11 either speeding or they had been drinking or under the  
12 influence of some sort of drugs. Alcohol was over half the  
13 factors in fatalities.

14           Here are some posters from the Motorcycle Safety  
15 Foundation. The ride is intoxicating enough. You drive, you  
16 drive, you crash, you die, your brother-in-law gets your bike,  
17 bumper. Whiskey with a chaser.

18           I've got a trick question for you kids. We've got a  
19 two-lane road here. We've divided it into three sections.  
20 Which one of those three sections is a motorcyclist legally  
21 entitled to occupy? The answer, of course, is all of them. We  
22 have a legal right to that entire lane, just like a semi, a  
23 four-wheeler, large truck or car. Don't share it with us. We  
24 have that entire lane.

25           Another two-lane road, we divided it into three

1 sections. Where will you normally see me riding? Where do you  
2 think you're going to see me riding in this lane? I'd ride in  
3 the left third. If I'm following a vehicle, and approaching  
4 another one, if I'm in the center or off to the right, the  
5 approaching vehicle can't see me. I want to be seen. I want  
6 him to see me. That's why I've got a headlight on. That's why  
7 I've got loud pipes. That's why I'm wearing colorful clothing.  
8 I want you to see me.

9           Here's why I'd ride in the right third. We've got a  
10 car at an intersection; I'm following the car. If I'm in the  
11 center or off to the left, I'm being blocked. That car at the  
12 intersection can't see me. The last thing I want him to do is  
13 pull out as soon as this car goes by because he doesn't know  
14 I'm back there.

15           What should we do here? The answer is back off, and  
16 I get very indignant, and I said you're telling a biker to back  
17 off. Yeah, I'm way too close. Anything that falls off the  
18 engine on that truck, antifreeze, brake fluid, transmission  
19 fluid, is going to be in the center part of that lane. I'm too  
20 close to being able to even avoid that. I need to back off,  
21 give at least a two second following distance. So if something  
22 is coming at me from under the truck, like a pothole or  
23 something like that, I can avoid it.

24           If a group of motorcycles are going to drive in a  
25 group, you're going to do it in a staggered formation where the

1 front rider is closest to the centerline of the highway, the  
2 second rider is closest to the outside, third rider back  
3 towards the center and alternating back and forth. If you'll  
4 put yourself in the position of a number two rider, and name  
5 five of your friends on one, three, four, five and six, you'll  
6 have an idea what I experienced on June 22, 2002, when a van  
7 crossed the centerline and plowed into us. Number riders 1, 3  
8 and 5 were killed instantly. Number 4 rider tried to avoid the  
9 accident by moving over to the left part of the lane. He  
10 missed it by that much. His right foot caught the rear bumper  
11 of a full sized Dodge Ram van and bent the bumper back at a 90  
12 degree angle. The process took his foot off. The sixth rider  
13 whose bike is shown here, slid for about 200 feet and then the  
14 two wheels on his tires caught and threw him forward another  
15 200 feet. It'll take him three months to learn how to stand  
16 up. This is what I tell the audience, the kids, every day in  
17 my mind since June 22, 2002; in my mind I'm right there at mile  
18 marker 217 in Tama County, Iowa. It's not something that goes  
19 away after a day, a week or even four years.

20           What happened, the driver fell asleep, and when he  
21 fell asleep he crossed the centerline of the highway and when  
22 he crossed the centerline, he killed three fathers, three  
23 grandfathers, three husbands, three friends, and that's  
24 something that motivates me to do Share the Road program.  
25 Along with about 50 other volunteers in the State of Iowa, we

1 provide this to every driver's education class in the State of  
2 Iowa. We also talk to other groups and I've got some -- we  
3 also contract with an advertising firm, Strategic America, and  
4 they develop the billboards and the public service  
5 announcements that we show in Iowa, and if we could see those  
6 now.

7 DR. PRICE: It looks like we don't have the sound for  
8 the DVD. Is that correct, Mr. Wierson? Perhaps what we can do  
9 is troubleshoot that during the remaining presentations and  
10 play that right at the end of the end of the panelists. Why  
11 don't we go forward with the next presentation -- or we could  
12 listen to it now.

13 (Plays video.)

14 MR. WIERSON: That's it.

15 DR. PRICE: Thank you, Mr. Wierson. Our next speaker  
16 on today's panel will be Mr. Chad Burns who represents the  
17 Georgia Department of Driver Services as well as the State  
18 Motorcycle Safety Administrators. Mr. Burns.

19 MR. BURNS: Thank you, Dr. Price. I want to thank  
20 the Board for the invitation and opportunity to be part of this  
21 panel.

22 Although the number of motorcycle rider fatalities in  
23 single and multi-vehicle crashes has increased over the past  
24 10- year period, the proportion of motorcycle rider fatalities  
25 in single vehicle and multi-vehicle crashes does not indicate

1 any significant variation according to the June 2006 recent  
2 trends in fatal motorcycle crashes and update by the National  
3 Highway Traffic Administration.

4           In the absence of any data to the contrary, the  
5 leading cause of multi-vehicle motorcycle crashes often remains  
6 the fault of motorists, usually violating the right-of-way of  
7 motorcyclists, usually at intersections, and using turning left  
8 in front of the motorcycle rider. The visibility or  
9 conspicuity of the motorcycle rider remains part of the  
10 problems in these types of crash scenarios since motorists  
11 often indicate not seeing the motorcycle or not seeing the  
12 motorcycle in sufficient time to avoid the crash.

13           So we continue to struggle with getting all roadway  
14 users to look for and respond positively to each other. Mutual  
15 consideration and respect seems to be an ongoing societal  
16 problem. It has many implications, directly applicable to  
17 highway safety. Some of the solutions to continuing crash  
18 reduction may well rest with the behavioral scientists  
19 including sociologists, psychologists and the like.

20           No doubt, public education and awareness programs  
21 play a major role in significantly reducing multi-vehicle  
22 motorcycle crashes. Sharing the roadway campaigns has long  
23 been the focus of many different highway user groups including  
24 bicyclists, pedestrians and motorcyclists. These campaigns  
25 have taken many different forms, and they've included many



1 different media outlets including print media, television and  
2 radio.

3           In addition to public service announcements, programs  
4 have been initiated that include various promotional items,  
5 including patches, pins, brochures, decals, bumper stickers,  
6 billboards, posters, ink pens, cups, mugs, coasters, key fobs  
7 and the like, all encouraging motorists to look for  
8 motorcycles.

9           Historically, most states have strictly limited  
10 budgets at best to conduct motorist awareness and public  
11 information campaigns. Consequently, states often share their  
12 materials as well as rely on other organizations to provide the  
13 materials they use. The National Highway Traffic  
14 Administration, the Motorcycle Safety Foundation, and the  
15 American Motorcyclist Association, all have developed and  
16 provided states with a variety of motorist awareness and public  
17 information materials over the years.

18           Most motorist awareness programs are focused in the  
19 spring of each year. Since that is the beginning of the  
20 motorcycle riding season in many states, the month of May has  
21 generally been adopted as the beginning of the National  
22 Motorcycle Awareness and You campaign. The campaigns have  
23 included a variety of media outlets such as billboards,  
24 television and radio PSAs as well as special events. Special  
25 events have included organized motorcycle rides, automobile

1 windshield washing at interstate rest stops, proclamation  
2 signings. Many of the events have included celebrities or  
3 high-ranking government officials in an attempt to attract  
4 media attention and coverage.

5           Year round efforts may well be productive and  
6 necessary to be effective but due to limited budgets, a one  
7 time a year campaign has been the norm.

8           Equally important has been the encouragement of  
9 motorcyclists to be better seen in the traffic mix, dressing in  
10 bright clothing and helmets, wearing retro-reflective material,  
11 riding with headlights on at all times, as well as using a  
12 headlight modulator. Bright motorcycle colors might even  
13 contribute to riders being easier seen by other highway users.

14           In addition, motorcyclists are trained to make use of  
15 all their lane space, in order to be easier and more quickly  
16 detected by the motoring public. Ride where you can be easier  
17 seen and see others has long been the mantra in rider education  
18 and training. Don't ride in motorist's blind spots, and use  
19 extra caution when approaching intersections. Discussion of  
20 intersections in particular has carried extra warnings and  
21 precautions, such as always slowing and keeping both the clutch  
22 and brakes covered in order to reduce the motorcyclist's  
23 reaction time. Expect the unexpected and ride as if you were  
24 invisible is often heard in training classes and been part of  
25 public information campaigns.

1 State programs have also engaged in a variety of  
2 other motorcyclist's public information and education efforts.  
3 Those efforts have included but not been limited to themes such  
4 as wearing all the proper riding gear, wearing helmets, not  
5 drinking and riding, take a training class and getting properly  
6 licensed. Crash data repeatedly indicates all of these are  
7 significant problems in the motorcycling community.

8 Motorist awareness programs have been extended to  
9 most state licensing efforts. Sharing the Roadway supplements  
10 are included in many of the state driver's manuals, including  
11 encouraging motorists to look for motorcyclists as well as  
12 attempting to inform motorists about the unique operational  
13 aspects of motorcycles. Most recently, the National Highway  
14 Traffic Administration has provided model language for the  
15 Sharing the Roadway supplement. Some state programs have even  
16 included questions on the driver's written examination  
17 addressing specific motorcycle operation that is included in  
18 the Sharing the Roadway supplement.

19 Research is still needed to assist in determining the  
20 cause of multi-vehicle crashes. We know that most of us are  
21 poor judges of speed and distance, especially when the profile  
22 of the vehicle is dramatically reduced, as is the case with  
23 motorcycle detection. Humanizing the motorcyclist also seems  
24 to be important, since most often many people only see the  
25 vehicle, not the person. Many past campaigns have attempted to

1 address the problem with proper stickers and billboards,  
2 focusing on the human element and stressing the point that my  
3 brother rides, my sister rides, my dad rides, my mom rides, and  
4 your neighbor rides.

5 Many non-motorcyclists often overestimate the ability  
6 of the motorcyclist and/or the capability of the motorcycle,  
7 assuming the rider can stop in shorter distances than actually  
8 possible or underestimating the actual speed of the motorcycle.

9 Motorcyclists may sometimes contribute to the problem  
10 by exceeding the speed limit or riding over their heads, above  
11 their abilities or the motorcycle's capabilities. As a matter  
12 of fact, research has indicated that many multi-vehicle  
13 motorcycle crashes could be avoided if the rider was better  
14 prepared and/or more skilled in the two critical crash  
15 avoidance maneuvers of braking and swerving. Of course, this  
16 means much more work needs to be done in insuring motorcycle  
17 riders are trained and possess the necessary crash avoidance  
18 skills.

19 There continues to be an increase in driver and rider  
20 distractions. Technology has provided many in-vehicle or on-  
21 vehicle devices that too easily distract operators from the  
22 driving and/or riding tasks. Global positioning systems,  
23 satellite radio, cell phones, and other electronic devices are  
24 readily available and often installed as factory equipment in  
25 motor vehicles. This technology is now making its way to

1 motorcycles, so that motorcycle operators, too, can be  
2 distracted from the riding task. Of course, there remain many  
3 inappropriate driver activities in which motor vehicle  
4 operators engage in such as eating, reading, shaving, smoking,  
5 applying makeup, et cetera. Even conversing with passengers can  
6 have a disastrous result if operators are distracted from the  
7 driving task.

8           Other inappropriate activities continue to plague the  
9 motoring and motorcycle community such as driving impaired,  
10 violating fundamental traffic laws and a myriad of other  
11 dangerous and reckless behaviors.

12           With the increased volume of traffic, we've also  
13 witnessed new driver/rider behavior including road rage. This  
14 type of behavior is probably the result of a combination of  
15 life's personal pressures, the particular traffic situation,  
16 and certain personality traits that result in us witness  
17 aggressive and inappropriate operator/driving responses, which  
18 often can have tragic results.

19           Another recent development is the increase in  
20 motorcycle stunt riding on the public streets and highways.  
21 Many local jurisdictions are now indicating this is becoming  
22 more and more of a problem. Some jurisdictions are also  
23 reporting problems with pocket bikes or mini bikes that are  
24 being ridden on public streets. In most areas, these mini  
25 motorcycles are not street legal. Some state programs are

1 already being called upon to assist in addressing these  
2 particular issues.

3           There are many unknowns that need additional study  
4 and research. How has the change in the traffic mix affected  
5 crash causation over the past two decades? Has the design of  
6 new vehicles contributed to crash causation? Has the intent of  
7 the motorcycle headlight on requirement been negated by the use  
8 of daytime running lights on automobiles or other vehicles?  
9 Why haven't modulating headlights become standard equipment on  
10 motorcycles?

11           We're hoping the answers to some of these questions  
12 are provided as a result of the recently announced motorcycle  
13 crash study that will be conducted by the Oklahoma  
14 Transportation Center over the next few years.

15           With minimal motorcycle crash research being  
16 conducted since the completion of the Hurt Study almost 30  
17 years ago, we definitely need updated crash research data and  
18 findings. The solution to reducing multi-vehicle/motorcycle  
19 crashes may provide some answers for the overall motor vehicle  
20 crash reduction problem. We need to explore and make better  
21 use of the new communication technology that is becoming  
22 available to us in educating all roadway users. The  
23 information age is here and now, and we must continue to  
24 progress and expand using all the tools available to us.  
25 Partnering and working together is more important now than ever

1 since we're forced to share our limited roadway space and our  
2 limited resources.

3           Intelligent transportation systems, intelligent  
4 enforcement systems, innovative highway design and  
5 construction, improved traffic engineering, cooperative vehicle  
6 infrastructure systems, road weather, response technology,  
7 behavioral sciences, mass transit education and training  
8 communities, emergency and hospital services and the motorcycle  
9 industry, must do a better job of partnering and working  
10 together. Sharing successes and learning from our failures is  
11 a must.

12           We need to engage in more global thinking in order to  
13 maintain and increase our mobility. Insisting we share the  
14 roadway and educating all roadway users on the importance of  
15 sharing the roadway is critical.

16           Targeted, effective, educational informational  
17 messages will be required if we are to impact the crash  
18 statistics. Repeated long-term methods can be effective and  
19 expected as we work towards reducing the motorcycle crash  
20 injury and fatality numbers. Experimentation and new programs  
21 need to be funded and implemented. We're certainly excited to  
22 see the recent interest and emphasis by the National Highway  
23 Traffic Safety Administration has in motorcycle safety and has  
24 more importantly been making those funds available to assist  
25 state programs towards expanding their rider education and

1 training efforts as well as their licensing awareness and  
2 information programs.

3 We hope this increased emphasis and attention allows  
4 more partnering with various highway and traffic safety  
5 organizations and groups both on a local and national level.

6 Thanks again for allowing my participation in this  
7 forum, and I look forward to attempting to answer your  
8 questions.

9 DR. PRICE: Thank you, Mr. Burns. Our final speaker  
10 in this panel is David Snyder who represents the American  
11 Insurance Association. Mr. Snyder.

12 MR. SNYDER: Good morning. Yes. Thank you very  
13 much.

14 I want to first recognize the importance of NTSB  
15 taking this issue on. We have over the years gained a  
16 significant amount of respect for the work of the NTSB in first  
17 identifying critical issues, and then focusing a variety of  
18 resources from the public and private sectors on those, and it  
19 is entirely appropriate that NTSB has taken this on, and so I  
20 first want to start with an expression of appreciation for the  
21 effort to do so, in bringing so many people from so many  
22 different areas of expertise together on this particular issue.

23 My role is in part to talk about sort of safety  
24 information and public education, and perhaps in larger part to  
25 sort of summarize the perspective of insurer's on some of the



1 issues that have been presented in the session yesterday as  
2 well as today. So I will make an effort to do so.

3           Before I do so, I have to indicate, of course, that  
4 insurance companies participate in a highly competitive  
5 industry. In most industries, there are half-dozen or so  
6 providers. In the case of insurance, there are frequently  
7 dozens of providers, and they don't all do business in the same  
8 way. They have various perspectives. Their loss costs differ.  
9 They have different marketing plans. So my effort today will  
10 be to try to provide some general perspectives, but it's  
11 important to keep in mind that it is a highly competitive  
12 industry and not all insurance companies do business the same  
13 way.

14           We are deeply concerned, in fact, alarmed by the  
15 increase in fatalities and injuries among motorcyclists. The  
16 rate of increase in particular seems drastically out of line  
17 with overall highway safety conditions. We're, of course, very  
18 concerned with the general trend upward that we're seeing, and  
19 we certainly work in a variety of ways to try to reduce that,  
20 but we're particularly concerned in the case of motorcyclists  
21 with a trend that appears to be particularly aggravated,  
22 despite the good faith efforts of motorcycle groups, public  
23 officials and others.

24           We're concerned, of course, with the data which has  
25 been presented regarding the increased risks of injury and

1 death from failure to wear a helmet, and we're concerned about  
2 what we see is, in fact, a loss of ground in terms of a  
3 legislative framework for motorcycle safety, especially in the  
4 case of the dilution of the repeal of motorcycle helmet laws.

5           Now what are the kinds of things that insurance  
6 companies do to work with their motorcycle customers to try to  
7 incentivize safety? And we recognize that as a financial  
8 institutions responsible for paying claims, that we can use our  
9 rating and underwriting as powerful messages to both  
10 motorcyclists and operators of other vehicles on the highway as  
11 to the importance of various things, which we find related to  
12 the risk of loss, and so encourage the reduction in that risk  
13 in various ways through the pricing and underwriting that  
14 insurer's engage in with their customers.

15           In discussing the issue with a number of insurers,  
16 driver safety and experience are critical risk factors for  
17 motorcycle insurance underwriting and rating. What do I mean  
18 by that? Well, the driving safety experience of the motorcycle  
19 operator, whether he or she is the rider on the motorcycle or  
20 in a private passenger automobile, which is frequently also  
21 insured, is considered to be one of the primary factors that we  
22 use -- companies use in rating and underwriting, and we do  
23 believe that experience of the motorcyclist, not only on the  
24 cycle, but in the other motor vehicles that he or she may own,  
25 is indicative of how they will perform on the roads.

1           Secondly, experience is deemed to be very important,  
2 not just whether a person has had an endorsement but whether  
3 the person actually has experience on the roadway as evidenced  
4 in a variety of ways which we can talk about perhaps more later  
5 on.

6           The next factor that we look at is what are the  
7 coverages, which are offered. Well, they're frequently  
8 mandated by state law, usually liability coverages in some no-  
9 fault states, personal injury protection, and companies usually  
10 offer a variety of voluntary coverages, coverage for example  
11 for loss to the vehicle itself, and medical payments coverage.

12           The next issue with respect to medical payments  
13 coverage is we find that it rises for most companies  
14 dramatically as coverage limits increase reflecting high health  
15 care costs that are frequently the result of motorcycle  
16 accidents when they occur. We also try to incentivize safe  
17 operating by motorcyclists by a variety of discounts. For  
18 example, has the motorcyclist taken a recognized course or do  
19 they belong to an association with a serious culture of safety  
20 and all of that is recognized in insurance underwriting and  
21 pricing.

22           And although it's not on this particular slide, I  
23 would also emphasize the fact that while much has been said  
24 today about others who share the highway, I would say that  
25 similar messages are sent, and I'm sure you're all familiar

1 with those, as operators of private passenger automobiles, as  
2 operators of commercial vehicles. You see similar kinds of  
3 risk factors reflected in various ways in insurance company  
4 rating and underwriting, so that if a person causes an accident  
5 in driving an automobile, their rates likely are to reflect  
6 that, or a series of minor accidents, or one DUI. All of those  
7 are factors that insurance companies take very seriously and  
8 are reflected in various ways, and their rating and  
9 underwriting. So even though I'm making a point on this slide  
10 about how the pricing of insurance from motorcyclists, a  
11 parallel pricing and underwriting regime exists for others who  
12 share the road with the motorcyclists.

13           Now we are constrained by several things. First of  
14 all, we're constrained by market competition. Right now, there  
15 seems to be good competition in the automobile insurance area  
16 including some, to a lesser extent for sure, in writing  
17 motorcyclists. The insurance companies like all industries  
18 have a business cycle, and right now the cycle is reasonably  
19 good for automobile insurance, but companies not only do what  
20 they feel that they should do objectively, but they also do  
21 what they feel they need to do in order to attract the kind of  
22 customers that they want to attract. And so it's a blending of  
23 working in public policy but in the constraints of market  
24 competition.

25           We're also a heavily regulated business. We're

1 probably the only business remaining where, in a number of  
2 states, the state can actually determine what price we charge  
3 and how we price it. That's virtually unheard of throughout  
4 our economy but continues to constrain in some ways what  
5 insurance companies can do in terms of their rating. We also  
6 have state mandated high risk pools, where if someone can't get  
7 insurance from the voluntary, regular insurance market, they  
8 have the right to go to that pool. They usually pay a much  
9 higher rate, but they get coverage even though in an objective  
10 sense they may simply be too dangerous to be on the highway.  
11 But because of the concept that insurance is mandated, states  
12 have established these pools. So we frequently end up insuring  
13 through the back door the very risk that we would find to  
14 dangerous to insure through the front door. When I talk about  
15 constraints imposed on the industry and what we can do or would  
16 like to do, they come from several factors, both market and  
17 regulation.

18           Nonetheless, as I said, and as I've illustrated,  
19 rating and underwriting do, we think, help to send critical  
20 messages, not only to motorcyclists but to other sharing the  
21 road with motorcyclists and try to gear rating and underwriting  
22 as accurately as possible reflect risk.

23           We also engage in safety education. We support and  
24 participate in some of the groups that we've heard from already  
25 and are proud to do so.

1           In addition, in preparation for this, I pulled down  
2 some safety information from a major motorcycle rider that's  
3 one of my member companies, and let me run through quickly some  
4 of the themes that that company sounds in its information and  
5 communication with its motorcycle customers. First of all,  
6 there's, of course, the business related issue about updating  
7 your policy, checking what equipment you have, what sort of  
8 custom parts and whether you're getting the maximum benefit  
9 that you can out of various discounts.

10           The next point more relevant to this session that's  
11 made is that 9 out of 10 motorcyclist accidents involve  
12 untrained drivers. When you're controlling this much force,  
13 it's essential to have complete command of your machine. More  
14 than 90 percent of riders involved in accidents haven't taken a  
15 formal motorcycle-driving course. Know your bike's  
16 capabilities, how it performs in a curve or on slick roads, and  
17 how quickly it can stop. Errors like over braking, driving too  
18 fast or under cornering are major factors in many solo  
19 accidents. Then the company goes on to indicate that it offers  
20 a discount to riders who attend a Motorcycle Safety Foundation  
21 safe riding course or are active in one of 10 approved groups  
22 that promote safe riding. Do both these things, and you can  
23 reduce your premium by up to 10 percent. So there's a discount  
24 here for driving safety and experience.

25           But I do want to put an important caveat here. The

1 insurance industry, based upon research, done by the insurance  
2 institute for highway safety, is highly skeptical of the  
3 ability of driver safety courses over the long run to carry the  
4 full load with respect to improving safety. And that's why our  
5 approach is more multifaceted. We believe insurers have a role  
6 to play in terms of price points, the rating and underwriting  
7 that they engage in. We also believe that government has a  
8 role that government needs to establish a basic legal framework  
9 of safety for all modes of transportation. Third, we believe  
10 that there's great opportunity for voluntary efforts, and for  
11 safety courses and the other kinds of information and  
12 communication that you've heard of, but no single approach will  
13 solve what we view as an alarmingly increasing safety problem.

14           The next point we make in this example of safety  
15 communication from one of our member companies writing  
16 motorcyclists is that no one is too old to wear a helmet. A  
17 motorcycle rider not wearing a helmet is five times more likely  
18 to sustain a critical head injury in a crash, and it goes on to  
19 urge full face helmets and make other points regarding helmet  
20 use.

21           The next point that they make is "in a crash, the SUV  
22 wins." When cars and motorcycles collide, it's usually because  
23 a driver in a car failed to see the cyclist, and then goes on  
24 to talk about those issues.

25           And then a final safety message, remember ride sober,

1 and talks about the dangers of substance abuse and motorcycle  
2 riding.

3           Where do we think we need to go in terms of dealing  
4 with this alarming deterioration in safety regarding  
5 motorcycles?

6           Well, the first is here, and I know it's not popular  
7 with everyone here, but in our view, there's no substitute for  
8 all rider helmet laws. When they're enacted, riders use  
9 helmets. When they're not, they tend not to in very large  
10 numbers. We believe that the evidence is irrefutable that  
11 failure to wear a helmet dramatically increases the risk of  
12 death and injury, and that helmet laws are absolutely essential  
13 to increasing the use of helmets to the point where they really  
14 need to be.

15           And in our view, helmet laws are simply no different  
16 from other safety laws that apply to all other modes of  
17 transportation. And by the way, frequently what you do in  
18 other modes of transportation, just as it is for motorcycles,  
19 is not just protecting yourself again what you do, but  
20 protecting yourself against the mistakes that others make.  
21 When you board -- for example, when you're at an airport, you  
22 board an airplane. You're screened. You have to wear a  
23 seatbelt. It's just simply what you have to do with that mode  
24 of transportation. Likewise for cars, cars now are all  
25 equipped with airbags and you have to wear the seatbelt based



1 upon the laws in most states. Likewise, we believe that if the  
2 mode of transportation you're selecting is a motorcycle, there  
3 are just some essential things you have to do, not only protect  
4 yourself against your own mistakes, but to protect you against  
5 the mistakes that others make.

6 DR. PRICE: Mr. Snyder, could I ask you to wrap up in  
7 the next minute or so.

8 MR. SNYDER: Absolutely. I'm finishing the  
9 additional set of recommendations we would make to address this  
10 safety issue. We think as rigorous rider safety courses as  
11 possible and various incentives and to provide and to  
12 participate in those course is essential, and some good work is  
13 being done but even more needs to be done.

14 Here we're very sensitive to the notion that it's  
15 other motorcyclists that cause a lot of the deaths and injuries  
16 among -- that it's other drivers that cause those to  
17 motorcyclists. And so it just simply means that we need to  
18 ratchet up all that we're doing to provide for strong safety  
19 laws and to provide for their enforcement.

20 We agree that the distracted driving issue cuts  
21 across a lot of different areas and needs more focus and  
22 certainly affects motorcycle riders in terms of what others do  
23 to them. We're encouraging everything we can from voluntary  
24 and legislative ways to encourage a culture of safety.

25 And finally, continue or even more so allow insurers

1 to incentivize safety and price for risk.

2 Thank you very much. I've appreciated the  
3 opportunity to be here and participate with so many experts and  
4 so many interested parties in this critical safety issues.

5 DR. PRICE: Thank you, Mr. Snyder. We will  
6 transition to questions from our Technical Panel now, and we  
7 will begin with Mr. Hank Hughes.

8 MR. HUGHES: I have a few questions that I'd like to  
9 direct to Mr. Thompson.

10 Mr. Thompson, MSF, from what you outlined, has a very  
11 extensive program as far as public outreach regarding  
12 motorcycle safety. And I was wondering if you could expound a  
13 little bit on MSF's experience with multi-media outlets,  
14 television, movies, the Ad Council, print matter.

15 MR. THOMPSON: Well, there are several things we do  
16 through media relations. You know, we not only field phone  
17 calls and when we field phone calls, we do phone calls from  
18 journalists of all kinds, you know, online, television, print,  
19 at which point we do everything we can to get the safety  
20 messages out, and we have key messages for motorcyclists and we  
21 have key messages for motorists, and anytime someone wants to  
22 do any kind of article or informational thing on motorcycling  
23 or motorcyclists, we're very careful in terms of getting a lot  
24 of people in front of them that we can depending on what the  
25 subject matter they want to talk about. We provide that

1 subject matter expertise to them in any way we can. And that's  
2 one avenue.

3           The other avenue is proactively we go out to  
4 publications and try to get the messages out there as well in  
5 terms of dealing with it.

6           We also have, as you saw, the use of celebrities.  
7 The list is a lot longer, you know, in terms of who we've used  
8 over the timeframe, to get the messages out, because again they  
9 reach people a different way than necessarily someone preaching  
10 to them, you know. Obviously there's a lot of factors that go  
11 into the celebrity society if you will and what people listen  
12 to or not, but they certainly have a venue and a forum to get  
13 the messages out there.

14           MR. HUGHES: Has MSF ever had an opportunity to  
15 partner with any of the major auto producers, domestic or  
16 foreign, with regard to getting the message out on motorcycle  
17 safety, particularly from the standpoint of passenger car  
18 operators?

19           MR. THOMPSON: No, we haven't had the opportunity at  
20 this point, but what do is we tend to try and work with the  
21 insurance companies, as you saw some examples and we've heard  
22 some here, to make sure. They have an interest in both the  
23 motorist and the motorcyclist side of things, and we find that  
24 an avenue that they can get the message out to an awful lot of  
25 customers that way.

1           MR. HUGHES: What background can you provide us on  
2 any initiatives that might be going on with regard to getting  
3 the message out overseas, let's say European and Southeast  
4 Asia?

5           MR. THOMPSON: Well, in terms of Europe, I opened up  
6 the presentation with the commercial from the United Kingdom,  
7 and that wasn't just to show creative. It was alarming and  
8 arresting, and on target in terms of behaviors, but if you  
9 could go to slide 84, I could talk a little bit about that  
10 because I think it sheds some light on some of the things that  
11 are being done. I think there are always things you can learn.  
12 I think you have to realize, you know, America is different,  
13 but there are always things you can learn.

14           This is just a quick outline of the think campaign  
15 and, you know, one of the things you can learn from it, is that  
16 the Department of Transport, worked, the government sponsored  
17 coalition, and is a year round motorist, roadway or user  
18 efforts program. They set a national goal of reducing injuries  
19 and fatalities given the issue and it literally was to keep  
20 everyone safer on the highways, and if you notice,  
21 motorcyclists was 1 percent of users and 18 percent of  
22 fatalities, but if you go to the next slide, the approach they  
23 took was literally to target all the different user groups.  
24 So, you know, as much as I'd like to sit up here and say that,  
25 you know, we can confine the inattention issues and behavior

1 issues of motorists to the motorcyclists problem, it's not.  
2 It's a much bigger problem than that, and they realize it over  
3 there, and I think that's one thing that we could realize here.

4           And what they're trying to do is literally what I  
5 think has to be done here, and it's changing over time social  
6 attitudes towards risks, and they're doing it with national  
7 campaigns with the help of stakeholders. So they're also  
8 finding ways to enlist law enforcement, the private sector and  
9 the media in all of these efforts. So I think there's a lot to  
10 learn from that.

11           As you heard here, you know, you have 50 states that  
12 operate 50 different ways, and with very little funding, and  
13 it's going to take some effort to pull us and bring us  
14 altogether, and to pay attention to it as a national issue. I  
15 mean we saw the statistics on automobiles, 30,000 people dying  
16 a year in automobiles, and the safety factors in automobiles  
17 have actually improved over time. So how many of those issues  
18 are driver inattention issues as well that we could be  
19 addressing. So it's not just the fact that motorcyclists are  
20 dying. It's really a horrible issue that we need to deal with.  
21 It's everybody has to deal with this driver inattention  
22 problem.

23           Earlier I mentioned several studies, which I didn't  
24 even get into here, that all talk about, you know, the  
25 inattention issues and the rise of that. And one of them even

1 relates to the self-perception of individual in the car that  
2 was mentioned, you know, cell phones, radios, children, eating.  
3 One of the interesting things that came out in one of the  
4 studies is not just, gee, those are the behavioral patterns,  
5 but it's everybody that these things thinks that they're  
6 operating fine. So that's got to change. That's got to change  
7 in terms of people's perception of safety and risk, and it's a  
8 cultural thing.

9 MR. HUGHES: Thank you. I'll defer to my colleague.

10 DR. MARSHALL: Yes. I'd like to direct this question  
11 to all our panelists. Yesterday it was mentioned that new  
12 vehicle designs and the size affected the safety of motorcycle  
13 riders which was mentioned yesterday that larger vehicles made  
14 it harder for motorcyclists to see the road ahead of them, and  
15 Mr. Burns had mentioned today that that daytime running lights  
16 on vehicles may actually decrease the conspicuity of the  
17 motorcyclists. And so I just wanted to see if any of you could  
18 expound on how new vehicle designs, maybe a larger side mirrors  
19 and DRLs have affected the safety environment of the  
20 motorcyclist. I'd also like to know whether the motorcycle  
21 community has in any way worked with auto manufacturers to  
22 address some of these motorcycle safety concerns.

23 MR. BURNS: In terms of vehicle design, I think we  
24 need a lot of research in that area. There have been a lot of  
25 changes in the traffic makes. Not only is it more difficult

1 for motorcyclists to see around the larger SUVs, it's also more  
2 difficult for those operators to see motorcyclists, given  
3 different approach angles. So I think there needs to be a lot  
4 of research done, and that's why we're glad to see that we're  
5 finally going to get some more research long overdue.

6 DR. MARSHALL: The next question is directed to  
7 Mr. Wierson. Thank you, by the way, for sharing the accident  
8 experience with us. As anyone on the Board could tell you,  
9 driver related fatigue accidents are something that we see too  
10 often in all modes of transportation.

11 You presented the ABATE of Iowa Share the Road  
12 program to over 60 organizations with a focus on driver's  
13 education students, and I was wondering, what do you feel are  
14 the most important awareness information that can be taught to  
15 all motorists that can ultimately lead to changes in behavior?

16 MR. WIERSON: Well, our approach with Share the Road  
17 is to get someone that rides a motorcycle in front of the  
18 public. We feel that there's a bond almost that when they can  
19 understand why we ride in a certain portion of the lane, why we  
20 wear what we do, the clothing that we wear during different  
21 kinds of weather, then they're going to be able to say in their  
22 mind when they're driving, I know somebody that rides. I know  
23 why they're doing that. And I think there's an understanding  
24 hopefully with the motorists that will look at the road from  
25 our eyes, even though they're in a car.

1 DR. MARSHALL: So besides high school students, are  
2 there any other demographics, driver demographics that you feel  
3 would benefit greatly from targeted Share the Road information?

4 MR. WIERSON: Oh, absolutely. Anybody that drives  
5 needs to be aware of motorcycles. We have concentrated on the  
6 driver's ed class because we feel if we could get a driver  
7 aware of motorcycles at the very beginning of their driving  
8 career, hopefully that will carry through with them for the  
9 rest of their driving experience. But now that we have gotten  
10 into having this class, we mandate it in every driver's Ed  
11 class; we can concentrate on the adult groups. Next month I  
12 will be addressing the State AARP driver's education  
13 instructors on how do we get this program into the 55 Alive  
14 Group, things like that. So we're concentrating on civic  
15 groups like Kiwanis, Rotary, Lions Clubs, just to get the  
16 awareness brought to adults.

17 DR. MARSHALL: Also it was mentioned yesterday that  
18 there's certain highway infrastructures that present a problem  
19 to motorcyclists such as cable barriers, traffic loop  
20 protectors and rumble strips. In your opinion, what sort of  
21 changes could be done to the highway infrastructure to help  
22 reduce collisions between motorcyclists and other vehicles  
23 especially when it comes to the vehicles making left turns?  
24 Would extra left turn signs or actually warning signs that are  
25 directed specifically to motorcyclists be helpful?



1           MR. WIERSON: Are we talking about cars not seeing  
2 the motorcycles in that the motorcycle is not visible to the  
3 car?

4           DR. MARSHALL: Right. I was wondering whether  
5 there's certain things that would make -- in the highway  
6 infrastructure that could be changed to make the motorcycle  
7 more visible or --

8           MR. WIERSON: Well, I think there was mention that  
9 the modulating headlights, they really have taken our  
10 visibility away with the daytime running lights on all the new  
11 vehicles. We don't stand out like we used to, and while it  
12 makes the vehicles stand out; it really puts us at a  
13 disadvantage. So a modulating headlight that's legal in all  
14 states might be a way to get us more visible.

15          DR. MARSHALL: It was also mentioned that  
16 motorcyclists seem to have problems around curves. Are there  
17 specific warning signs that should be created for motorcyclists  
18 for that?

19          MR. WIERSON: It's interesting that you bring that up  
20 because on some highways, a curve marked at 40 miles an hour,  
21 you could easily take it 50 or 55 on a motorcycle or even more  
22 on a sport bike. There are some highways where a 25-mile an  
23 hour curve sign really does mean 25. Getting some consistency  
24 in the warnings might make a difference.

25          DR. MARSHALL: This next question is directed to both

1 Mr. Burns and Mr. Wierson. Who primarily funds your motorcycle  
2 awareness campaigns, and what are the funding levels given to  
3 those campaigns?

4 MR. WIERSON: I'm sorry. You looked at somebody  
5 else. ABATE of Iowa funds our program. We have a freedom  
6 rally that we hold on some land that we own every Fourth of  
7 July, and about 8, 10,000 motorcyclists show up for that. The  
8 funding that we get from that goes to our rider's education  
9 program, our two-wheel trauma program and also Share the Road.

10 MR. BURNS: Traditionally, Dr. Marshall, state  
11 programs have very little money for motorist awareness  
12 programs, although that is changing thankfully. We all need to  
13 I think realize that there's a comprehensive approach needed to  
14 this problem and motorist awareness and public information  
15 campaigns I think are a critical part. So we're glad to see  
16 some money being made available to that, and I think we'll see  
17 the states use and apply for that money. Historically we use  
18 leftover money or if we are able to apply for specific grants,  
19 we've done that, on a state-by-state basis, but not only is  
20 funding a problem. Please understand that staffing is also a  
21 problem with a lot of state programs. Most of the state  
22 programs are very small and their office size don't have a lot  
23 of expertise in some areas, and that's why we've often relied  
24 and partnered with organizations that have the expertise like  
25 MSF and NHTSA and AMA in terms of public information campaigns.

1 DR. MARSHALL: Do these funding sources expect for  
2 you to show appreciable results for the funding to continue?  
3 For example, decreases in multi-vehicle fatalities.

4 MR. BURNS: Well, historically we've just been glad  
5 to participate in printing materials or getting billboards or  
6 bumper stickers or whatever it is and get that exposure. But I  
7 think as grants and money are being made available, I think  
8 we're going to have to look at more carefully planned programs,  
9 well executed programs, that attain sufficient audience  
10 exposure, and are implemented in conjunction I think with  
11 ongoing prevention campaigns and activities, and I think that  
12 might be the key.

13 DR. MARSHALL: Something you mentioned in your  
14 presentation is that motorcyclists need to be encouraged to be  
15 better seen in the traffic mix, such as wearing brighter  
16 clothing or using headlight modulators. Have there been any  
17 studies that have looked at auditory cues such as louder pipes  
18 or directional pipes as a way to make motorcyclists more  
19 detectable on the roadway?

20 MR. BURNS: I'm not aware of any such empirical  
21 findings or studies about the noise issue or pipes or audible  
22 cues. I think most of us get most of our cues from our vision,  
23 certainly get some from audible. The problem with the loud  
24 pipe issue is most of that is directional as you indicated, and  
25 it's mostly directed behind us, and if we look at crash data,

1 most of the fatalities are in front of the motorcyclist and I  
2 don't know that the loud pipes are going to help fatalities  
3 coming from the 11:00 to 1:00 position.

4 MR. THOMPSON: Actually, if you want to get back to  
5 that funding thing, I could put it into context for you pretty  
6 quickly, and it'll only take a second. Could you go to slide  
7 82 please?

8 We talked about state programs having about \$25,000  
9 or less in funding, and we talked about NHTSA spending \$11  
10 million on a national campaign and states contributing \$14  
11 million more to an impaired driver campaign. There's \$140  
12 billion spent in advertising in this country in a year. The  
13 average person sees 3,000 messages a day. So if you want some  
14 context, we picked a few markets here just so you could look at  
15 just a four-week campaign, and people have talked here about,  
16 gee, should we do it all year long, and they are doing it all  
17 year long in New England. You want to do four weeks at just a  
18 reasonable level to reach people, and I don't want to get into  
19 reach and frequency and all those issues about media that we  
20 could address later, but just the simple cost in Des Moines,  
21 Iowa, a small market, you're looking at \$12,000 to \$31,000,  
22 just on the radio or the television alone, and a lot of people  
23 know you should mix media.

24 To LA, which would be \$300,000 to over \$1 million.  
25 Yes, it's a larger market and things tend to vary by

1 population.

2           So then you want to move to national. National, you  
3 know, Lost, a popular programs, it's \$400,000 every time you  
4 run a spot that may reach an audience of 14 percent of the  
5 country, the Super Bowl, a live event, now that you have ad for  
6 TiVo and things like that, a live event is where you want to be  
7 because that's the place that captures audience and get great  
8 attention, \$2.5 million on up, for 30 seconds on television.  
9 So I'm just trying to put the money in context for people that,  
10 you know, you have all these state programs and coalescing all  
11 those funds, if you really want to do something nationally, and  
12 that's why I say it may not just be the motorcyclist's problem  
13 when it's driver inattention and you need to pull things, I  
14 just wanted to put that in context. Thank you.

15           DR. MARSHALL: Has the motorcyclist communities  
16 attempted to use more or less traditional media such as  
17 Internet, -- video or anything like that to spread its message?

18           MR. THOMPSON: Depending on the situation,  
19 absolutely. I mean the questions that we always ask first,  
20 what is the objective? Who are you trying to reach? What's  
21 your goal? And how are you going to measure it? And, of  
22 course, how much funding do you have? You know, segmentation  
23 of media today, does a great thing in one respect and a bad  
24 thing in another. If you have a specific target, it allows you  
25 to go after that target very specifically with targeted funds.

1 If you have a broad target, if you say that I want to reach all  
2 motorists, you know, from 18 to 49 for example, then you want  
3 to go with the larger media and that's become fragmented, but  
4 if you build something with smaller media on up, it generally  
5 costs you more to do if you try to do it on a national basis  
6 then if you go after it nationally all at once. In terms of  
7 the motorcycle safety foundation, when we run campaigns in  
8 Daytona Beach, Florida, or in Sturgis, it's multimedia,  
9 everything from aerial banners to outdoor billboards, to on the  
10 streets with girls handing out T-shirts and other riders  
11 handing out T-shirts to take it easy. It's working with the  
12 law enforcement community. It's working with the Chamber of  
13 Commerce and the businesses there, and it gathers -- I've  
14 probably forgotten some of the elements we use, but you go  
15 after it from every fashion. So it really takes -- step back,  
16 look at the objective, what are we trying to accomplish here,  
17 who's our target, what's our communication message, then build  
18 the program based on your budget from there.

19 MR. HUGHES: Mr. Snyder, I have a few questions for  
20 you, sir. I'd like you to take a few minutes if you would and  
21 talk with us a bit about the State Insurance regulations as  
22 they impact motorcycle operator licensing insurance incentives,  
23 and give us some general perspective on the way things operate.

24 MR. SNYDER: That really relates to the general point  
25 that I was making that insurance companies exist in both a

1 private market and a heavily regulated environment  
2 simultaneously which is relatively unique in that there's  
3 virtually no other product in our economy where the government  
4 can tell you how much you have to charge for it. So companies  
5 within the overall constraints of both the competitive market  
6 and the regulatory environment in which they find themselves,  
7 oftentimes rates are not permitted which are adequate which  
8 cause serious issues within the market.

9           We have assigned risk plans as I mentioned that  
10 unsafe operators can find insurance, and it's to carry out  
11 perfectly understandable governmental objective, which is if  
12 you require people to have insurance, then you've got to find a  
13 way for them to get it. On the other hand, it has a very  
14 unintended negative consequence of allowing people to be on the  
15 highways that simply shouldn't be insured, shouldn't be out on  
16 the highways, they shouldn't have insurance, they shouldn't be  
17 there and that applies generically to all different kinds of  
18 motor vehicle operators.

19           So within that, companies try to look at the  
20 competitive market. They, of course, comply with the laws that  
21 they have to under the 51 state level jurisdictions, and they  
22 look at their data and whatever other data may be available,  
23 and they try to price the risk and to be as accurate in risk  
24 based pricing as they can possibly be. There's both a  
25 regulatory imperative to do that and a market imperative to do

1 that.

2 MR. HUGHES: Thank you. I have another question.  
3 Yesterday Mr. Varnsberry during his presentation talked about  
4 incentives. A lot of times the first thing that comes to mind  
5 when we talk about incentives for people to do things, to  
6 elicit a little voluntary compliance, is that, well, we'll give  
7 insurance discounts. I'd like to give you a chance, other than  
8 insurance discounts, do you have any thoughts on how or what  
9 incentives might be provided by either government, private  
10 enterprise or the motorcycle community to elicit voluntary  
11 compliance to some of the safety fundamentals we've talked  
12 about the last couple of days?

13 MR. SNYDER: Yeah, I think the problem that we're  
14 addressing is multifaceted, and I think the response, the  
15 effective response to it needs to be more multifaceted, and  
16 different players in the environment have different roles to  
17 play. Insurers need to be free to price the risk and underwrite  
18 it, to provide important financial incentives for safe  
19 operating, again, whether you're talking about motorcyclists or  
20 whether you're talking about the others who are out on the  
21 highway with motorcyclists.

22 Secondly, we believe there is a fundamental role for  
23 basic safety legislation; in this case the helmet laws.

24 Third, clearly voluntary efforts on the part of all  
25 of us, that is insurance companies contributing support of



1 public communications efforts, the good work that's being done  
2 by the motorcycle community, to encourage safe practices.

3           These are all components. I don't think any single  
4 aspect of it will achieve the results that we all want to  
5 achieve. So, again, I think there's a private/public  
6 partnership. There are voluntary activities. There's a role  
7 for legislation in our view, and if we look at each of these  
8 and do the most that we can, we think that there is a solution  
9 to this problem. It's not one of these things that are beyond  
10 our grasp, that if we work together on it, recognize there are  
11 some things that perhaps we'd rather not do, but we need to  
12 overall, and ratchet up the efforts, we think we can address  
13 this problem. But, in fact, it seems to be going in exactly  
14 the opposite direction.

15           MR. HUGHES: Thank you very much. Dr. Marshall.

16           DR. MARSHALL: I was wondering, you had mentioned the  
17 benefits of having motorcycle -- I'm sorry -- helmet  
18 legislation, increasing the number of people actually wearing  
19 helmets. I was wondering, besides helmets, what other  
20 protective gear do you think should be regulated?

21           MR. SNYDER: Well, we know the data is overwhelming  
22 on helmets. I think there's probably less data on other  
23 aspects of it, and we certainly for now, because we recognize  
24 how controversial this is and, in fact, the trend seems to be  
25 in the opposite direction, that we're absolutely convinced that

1 the helmet laws are something that has to be a part of dealing  
2 with this issue. And maybe as we get better data on other  
3 issues, there may be other things, but I'm not willing to go  
4 there at this point.

5           With respect to driver training and public  
6 communications, I mean it's basically our research as compiled  
7 by the Insurance Institute for Highway Safety, that indicates  
8 that although the case seems plausible for it, the end result  
9 doesn't seem to be all that convincing over the long term in  
10 terms of really affecting driver behavior by analogy and  
11 perhaps other areas. Perhaps it's a cost issue sustainability,  
12 how many times you have to bombard someone with these messages,  
13 but based upon the research that IIHS has done, we think that  
14 other components of dealing with the problem simply have to be  
15 there, that the public communications and training won't carry  
16 the load in and of itself, but we think there is some value, we  
17 support it voluntarily, and we do give discounts for it. So  
18 there's some value, but only in the context of an overall  
19 comprehensive approach.

20           DR. MARSHALL: If we're done with our questions, I'd  
21 like to turn it over to Member Hersman.

22           CHAIRWOMAN HERSMAN: Thank you, Dr. Marshall. I'll  
23 follow up with some questions for you. How do the motorcycle  
24 accidents compare to the car, the vehicle accidents? I know  
25 one of the things that I've heard is that most of our accidents

1 are at intersections. So are the same situations true for  
2 automobiles as they are for motorcyclists, that it's a multi-  
3 vehicle accident due to the inattention of the other driver?  
4 Are we seeing the same type of trends?

5 MR. SNYDER: I would like an opportunity to get you  
6 more detailed claims data to the extent that it's available. I  
7 know that there's a lot of data out there about intersection  
8 accidents and other things being common scenarios. I also look  
9 at the increasing congestion in major metro areas like the one  
10 that we're in, and the demands on people's time, the aggressive  
11 driving, the increase in distracted driving. I mean you really  
12 -- you really wonder how much we're going to be able to do on a  
13 voluntary basis to change that. And that needs to be a part of  
14 it, but I think we've got to get tougher on the distracted  
15 driving issues, not only for all the reasons that have been  
16 discussed in this presentation, but for other reasons. We have  
17 to provide people alternatives, more effectively than we have  
18 for motor vehicle use, so we can reduce the congestion and the  
19 factors that lead to aggressive driving, and there are a whole  
20 host of things that seems to be fit into a larger context of  
21 motor vehicle safety, and I will do my best to get some  
22 additional data to follow up specifically with respect to  
23 motorcycle accident scenarios.

24 CHAIRWOMAN HERSMAN: Thank you. I'd appreciate that.  
25 I see Mr. Thompson like he wants to say something.

1           MR. THOMPSON: It's just me wanting to, you know get  
2 in. But, no, the Highway Patrol did a California crash report,  
3 and it wasn't talking about intersections per se, but you  
4 mentioned also driver distraction, and it, you know, had causal  
5 factors, if you will, and right down the list were, you know,  
6 handheld cell phones, followed by radio, followed by children,  
7 followed by -- and it was straight down the list in terms of  
8 causal factors, and I have some of those things. We don't need  
9 to show them now, but we could provide you that. If you go  
10 down the list, all of the top factors were related to something  
11 that you would believe was driver distraction, driver  
12 inattention.

13           CHAIRWOMAN HERSMAN: Okay. Mr. Wierson, I thought  
14 your ads were great. I just wanted to thank you for sharing  
15 those with us. I have to admit either I haven't been reached  
16 by these ads or they haven't made an impression on me if I've  
17 seen them in my daily -- I know that your focus is Iowa, but if  
18 there are other efforts, education efforts going on, it hasn't  
19 reached me, and so that leads me to the question for the panel.  
20 This was one of the urgent recommendations in the NAMS six  
21 years ago, specifically motorist awareness. There were only  
22 four urgent recs from the NAMS, and there's scores of  
23 recommendations that came out of that, and it's educate  
24 operators of other vehicles to be more conscious of the  
25 presence of motorcyclists. And I wonder what's changed in the

1 last six years, if there are any measurements, tools, you know,  
2 validation of some education campaigns or if they just haven't  
3 been significant enough. If they need more attention, more  
4 funding, you know.

5 I know Mr. Snyder commented on the value, trying to  
6 address the value of these, but I wonder if you all have some  
7 comments.

8 MR. WIERSON: The only way I know I'm totally  
9 successful is if nobody dies. We haven't reached that point  
10 yet. Billboards and posters are kind of like fast food signs.  
11 You only look at them when you're hungry or when you want them,  
12 and I think we need to do a better job of getting in front of  
13 the people and talking to them because they're just overloaded  
14 with media, and perhaps one on one or a group like this might  
15 make a difference. But it's, you know, very inefficient.

16 CHAIRWOMAN HERSMAN: Uh-huh.

17 MR. THOMPSON: I mean I think what I tried to put in  
18 context is how daunting a task it really is. I mean the reason  
19 you haven't seen anything is probably because most likely it's  
20 not out there. If you look at the funding levels and look at  
21 what's been available in terms of what a state can contribute,  
22 and what I talked about earlier, and, and what ABATE of Iowa is  
23 doing, one on one seems to be the prevalent way to approach it,  
24 and it certainly has value. It has a lot of value because  
25 you're in a room with somebody; you've got their attention. So

1 you've gotten past the noise filters that communications  
2 sometimes have, and you're in a room with them. But if you're  
3 trying to deal with a large-scale issue, in a large way, you do  
4 have to have the ability to reach them in a mass way.

5           The research showed when we were looking into it that  
6 essentially there's really no research on the effectiveness of  
7 motorist awareness mass media campaigns at all. You know, it  
8 talked about the effectiveness of impaired driving campaigns  
9 and that, you know, they needed to be well funded and, you  
10 know, I mentioned \$11 million. That was a three-week campaign.  
11 That was just a three-week campaign where they measured that  
12 there was an awareness change.

13           To go a step further, what you want is a behavioral  
14 change, and in that particular case, they measured self-  
15 reported behavior didn't change, but they pointed out in the  
16 study that ongoing campaigns, like seatbelts or like the UK  
17 which is showing results when they've done it for a long period  
18 of time, tend to show behavioral changes. Now a lot of it is  
19 self-reported and a lot of research has to go into it and you  
20 have to look at it, but cultural shifts don't happen overnight.  
21 And I can't say that running that ad on the Super Bowl will  
22 affect an awful lot of people. I can say that if you do it  
23 right, it will get an awful lot of attention, but you need to  
24 sustain it. It has to have sustainability and sustainability  
25 really requires funding.

1           CHAIRWOMAN HERSMAN: Dr. Poland, could you pull up  
2 that slide from Mr. Curtin's presentation yesterday?

3           One of the things I was interested in having a  
4 comment from the panel is, there's a lot of focus on the other  
5 vehicle driver, and this information from the MAIDS study  
6 showed people had motorcycle endorsements and kind of what  
7 their behavior was, and they're in the purple compared to the  
8 vehicle drivers in the green. And you still had the other  
9 vehicle driver perception failure occur with people with  
10 motorcycle endorsements. These are I assume people turning  
11 left or violating motorcycle's right-of-way. And these are  
12 people that should be thinking about motorcyclists. I don't --  
13 the quick math, maybe one in six, one in seven, were  
14 motorcyclists. Any comments on why we still have that type of  
15 behavior going on? Is it a failure of, you know, just a  
16 perception failure rather than purposely not trying to see  
17 somebody if you still have motorcyclists that are not seeing  
18 motorcyclists?

19           MR. BURNS: I would think that -- first of all, that  
20 was a surprising statistic to me, too, that came out of that  
21 study. Historically we know that normally motorcyclists look  
22 for other motorcyclists when they're operating motor vehicles.  
23 However, we've got the distraction issues now going on. We've  
24 got the hurried up society. There might be a lot of other  
25 factors, and again going back to taking a look at all the

1 accident causation, crash causation, we really need the data to  
2 look at, and this revelation just proves that.

3 CHAIRWOMAN HERSMAN: I didn't know if Mr. Wierson had  
4 a particular perspective on it, anything you want to share with  
5 us? I think it's just so hard to reach people, you know. This  
6 is the toughest issue. I think this panel's the one that the  
7 motorcyclist care the most about that we've had because they  
8 want to educate the other driver, but it's the most difficult  
9 one for us to tackle, to try to figure out how to change  
10 behavior, and if you want to comment on, you know, because  
11 you'd think the motorcyclists would be the ones who would know  
12 to look for a motorcyclist.

13 MR. WIERSON: One thing I am aware of is people carry  
14 a motorcycle license endorsement and they haven't ridden for a  
15 number of years. I would like to think that an active  
16 motorcycle rider is looking for motorcycles just because  
17 they're one of us.

18 CHAIRWOMAN HERSMAN: Uh-huh.

19 MR. WIERSON: It would take another study, how active  
20 those endorsement drivers were that were in the accident,  
21 although, you know, we all make mistakes. A motorcycle is very  
22 difficult to see. We've all had a case where we started to  
23 pull out and then for some reason, we've stopped because  
24 something just sensed that it wasn't quite right, and sometimes  
25 that doesn't happen either.



1           CHAIRWOMAN HERSMAN: Thank you. I'm going to let you  
2 have the last word here. One of the things that the Safety  
3 Board has done very well is looking at commercial operators.  
4 We've made a lot of recommendations about fatigue, about hours  
5 of service and things for large truck and bus drivers. But  
6 that's a highly regulated, heavily, you know, safety oversight  
7 industry. They've got random drug and alcohol testing,  
8 roadside inspections where they check driver logs, vehicles,  
9 programs for training, things like that, medical requirements.  
10 We don't have that same type of thing for the general  
11 population. How do we deal with the issue of inattentive  
12 drivers? I'd like each of you to give me one recommendation  
13 that you think that we should consider of how to deal with  
14 inattentive drivers, and please be specific and not general.

15           MR. THOMPSON: I was still back on behavior change  
16 because I actually brought something on behavior change, too,  
17 because it is a difficult subject, but we'll go to your  
18 recommendation in deference of time.

19           You know, I think that it really has to be looked at  
20 much as a comprehensive problem, and it's a national problem.  
21 I think there needs to be national funding to address it. I  
22 really think that there is just really no, no information out  
23 there, and there's no attention being paid to it. In terms of  
24 a national scope, to change, I mean really you're talking about  
25 a cultural change, and as you know, cultural change takes time.

1 It's not going to happen overnight. It needs to be a  
2 commitment. It needs to be a major commitment on -- a major  
3 initiative that says we need to pay attention to this, and  
4 we're going to put funding behind it, and we're going to  
5 approach it. And it can be a multidisciplinary approach. It  
6 can be a collaborative approach, but it needs a national  
7 impetus behind it, which is why we mentioned federal funding.  
8 Because it's really hard to coalesce 50 states when they all  
9 operate differently and they all have no funding, and it's not  
10 just again a motorcyclist issue. It really isn't.

11 MR. WIERSON: I think it goes back to personal  
12 responsibility. We've become a society where we've gotten away  
13 by saying it's not my fault. It's not my fault that my diet  
14 failed. I just took the wrong diet pill. We've got to start  
15 somehow taking responsibility for what we're doing. If we have  
16 a driver's license, it is a validation by the state that says  
17 you have the license, you have the knowledge, you have the  
18 skill to do something, the same way with a motorcycle license.  
19 You have demonstrated you have the knowledge and the skill to  
20 do something.

21 It is the individual responsibility of everyone here  
22 when we get behind a wheel to pay attention, and we've seemed  
23 to have lost that in a lot of people.

24 MR. BURNS: Unless behavior does change at some point  
25 through either long term public information or education, I

1 just can't see any way to get a handle on the distracted driver  
2 issue other than legislation, prohibition. I don't know. I  
3 don't have the answer.

4 MR. SNYDER: In addition to the first two speakers, I  
5 would add I think there is a legislative component, and I would  
6 divide that into two areas. I think there are some things that  
7 we just can't allow in motor vehicles because of their  
8 distraction capability, and based upon research, I think we  
9 need to find out what that is. I think we need to look at how  
10 we're designing the interiors of motor vehicles and what's  
11 allowed to be in them. I think that's a component part.

12 The second part is to look at the highway safety laws  
13 regarding motorist behavior and see if we can't focus not just  
14 on cell phones but on a wider well documented category of  
15 distractions and act accordingly. Because we found as with  
16 seatbelt, primary enforcement seatbelt laws, that legislation  
17 has some value directly but has a tremendous public information  
18 education value as well, and I think that's a component part in  
19 addition to everything that the other speakers have indicated.

20 CHAIRWOMAN HERSMAN: Thank you all very much.  
21 Dr. Ellingstad.

22 DR. ELLINGSTAD: I'll try to go through these fairly  
23 quickly, but I do want to thank every one that has submitted  
24 questions, and we'll try to be comprehensive in covering them.

25 Following up on this last question about the

1 responsibility of motorists who are running into motorcyclists,  
2 should there be something done in the way of focus on penalties  
3 for that kind of inattentive driving and/or some kind of  
4 remediation? We have three different questioners who have  
5 asked that question, most in terms of doing something to the  
6 motorist, very quickly please.

7 MR. THOMPSON: Just really quickly, in terms of the  
8 campaign in England, what they tried to do on purpose, was not  
9 assign blame. Now I'm not saying that there shouldn't be  
10 penalties. There absolutely should be penalties when someone  
11 violates someone's right-of-way and someone is hurt and things  
12 like that. But I think, you know, it's important to focus on  
13 behavior before the fact, because those are dealing with  
14 incidents that are after the fact when the tragedy has already  
15 happened.

16 MR. WIERSON: In the case of my accident, the driver  
17 that crossed the centerline and killed three of my friends,  
18 paid a \$35 fine for crossing the centerline and a \$35 fine for  
19 failure to have his vehicle under control. That's why ABATE of  
20 Iowa went after enhanced penalties for right-of-way violations.  
21 Obviously the system failed.

22 However, I think getting people aware of what they're  
23 doing, they're responsible; their responsibilities will do more  
24 than all the laws on the books.

25 DR. ELLINGSTAD: Thank you.

1           MR. BURNS: There are several states that have passed  
2 right-of-way penalties now, and increased those penalties for  
3 all right-of-way violations, be they motorcyclist, pedestrian  
4 or bicyclists, and we're seeing a trend in that direction as  
5 well as, I know the American Motorcyclist Association has a  
6 justice for all campaign that has encouraged that as well.

7           MR. SNYDER: I think education and communication is a  
8 part of it, with all highway users. I think legislation and  
9 penalties and enforcement is a part of it. I think we need to  
10 look at the root causes of distracted driving. Some people are  
11 conducting business in their vehicles. Some people are using  
12 cell phones. Some people are using different sorts of  
13 technology. I think we need to look at the causes, and to try  
14 to pull out each of them and try to focus both public education  
15 and communications to the extent relevant, legislation,  
16 penalties and enforcement.

17           I think we also have to look at the fact that, you  
18 know, in highly congested urban areas in particular; people are  
19 stuck on the roads for hours on end because of inadequate  
20 funding for transportation systems. I think that's a component  
21 part of it. So I think there are a lot of skins to this onion,  
22 but I think you probably have to address each one before you're  
23 really going to get at it.

24           DR. ELLINGSTAD: Thank you. Moving to a different  
25 topic and principally to Mr. Snyder, are there appropriate

1 insurance incentives or disincentives that should be applied to  
2 encourage helmet use?

3 MR. SNYDER: Yes, there are. I mean I just gave a  
4 couple of examples. I mean there are all kinds of basic rating  
5 factors that are used and then all kinds of discounts. The  
6 problem with approaching the helmet use through the insurance  
7 mechanism is, you know, no one wants us there sort of all the  
8 time when people are riding a motorcycle. We have no way of  
9 knowing, in fact, someone signs a document, certifies that  
10 they're wearing a helmet, who knows whether they are or not.  
11 And that's why we see no substitute for the helmet laws.

12 DR. ELLINGSTAD: Is the insurance industry doing  
13 something politically with respect to the change in helmet  
14 laws?

15 MR. SNYDER: Yes, we're active in every state where  
16 this issue comes up, and our position is fairly clear. We do  
17 respect those who disagree and work with those who disagree on  
18 other issues cooperatively but we do feel this is a key  
19 component to addressing the problem.

20 DR. ELLINGSTAD: Okay. Thanks. There were a number  
21 of questions and observations relative to the targets of the  
22 education campaigns and I think Mr. Wierson, you gave a very  
23 good description of the focuses that you've taken toward adult  
24 groups and why you're dealing with driver education.

25 Mr. Thompson, are there specific targets in terms of

1 any MSF supported education program to specific older groups?

2 MR. THOMPSON: In terms of motorist awareness or in  
3 terms of the riders themselves?

4 DR. ELLINGSTAD: Motorist awareness, yes.

5 MR. THOMPSON: In terms of motorist awareness, we  
6 develop an awful lot of materials that -- in terms of people,  
7 the SAFETEA-LU, and they are targeted generally for  
8 predominantly the 18 to 49 group.

9 DR. ELLINGSTAD: And I don't mean to be short with  
10 you but I'm trying to move along.

11 MR. THOMPSON: Yeah.

12 DR. ELLINGSTAD: Do you specifically target the kinds  
13 of groups that Mr. Wierson had enumerated with respect to  
14 targets --

15 MR. THOMPSON: Sure. Absolutely through media  
16 relations and through the use of celebrities, we can get at the  
17 youth and we can get at other people that we normally can't  
18 address. So, yes, we do make efforts to do that.

19 DR. ELLINGSTAD: Okay. A follow up question, what  
20 restrictions does MSF impose on the use of the products that  
21 you've developed? Do you charge for them?

22 MR. THOMPSON: We virtually place no restrictions on  
23 them. In fact, we make them so that they can be designed to  
24 include somebody else's logo. We're not even particular about  
25 that. What we want is the message out there. Literally in the

1 lobby are disks that are modifiable disks, but we would hope  
2 since we spent a lot of time developing the actual  
3 communication message, that if they want to change that message  
4 itself, that they would talk to us first because there's been a  
5 lot of time and effort and research, and a lot of constituency  
6 involvement and stakeholder participation in developing those,  
7 but in terms of the use of it, it's free. Please use it. Add  
8 your logo to it, whatever you need to, but let's get it out  
9 there.

10 DR. ELLINGSTAD: Okay. Thank you. There were a  
11 number of questions and observations about loud pipes. I think  
12 Mr. Burns adequately handled those kinds of questions.

13 With respect to statistics, there was a question  
14 directed to Mr. Snyder, that you had said something about 9 out  
15 of 10 motorcycle accident involving riders who do not have  
16 formal training. Could you let us know where that data could  
17 be found?

18 MR. SNYDER: That came from the safety messages on  
19 the website of one of our insurance companies, and I can  
20 certainly provide that information to you.

21 DR. ELLINGSTAD: Okay. Thank you. There's also some  
22 comments about the citation of 61 percent of accidents being --  
23 about a dispute about which proportion of accidents were caused  
24 by riders, which portion were attributable to motorists, and an  
25 observation that many of the citations that seem to have been



1 made date back to the Hurt Study. Mr. Thompson, do you have a  
2 comment about that?

3 MR. THOMPSON: Sure. I mean some of the -- in terms  
4 of percentage of the drivers, we reviewed, for example, the  
5 State Report in Michigan and Maryland, that had numbers in that  
6 ballpark as well in terms of that and, of course, in terms of  
7 right-of-way violations, the number is much higher. So, you  
8 know, while the trend may be a little or the actual number in  
9 certain states may be a little different, we found by looking  
10 at different state reports, is that generally those numbers are  
11 all in the ballpark, and they all kind of tell you that  
12 something going on here.

13 DR. ELLINGSTAD: Okay. Mr. Snyder, are there any  
14 difficulties with respect to the things that insurance  
15 companies can do that are imposed by no-fault insurance?

16 MR. SNYDER: Well, no-fault insurance has two  
17 components to it. It restricts the ability to sue and in  
18 exchange for that requires a mandatory first party medical and  
19 wage loss coverage called personal injury protection. There  
20 are about a dozen states or so that have no-fault laws still.  
21 The trend around the country is to repeal them rather than  
22 enact them. We have found generally that the first party  
23 medical coverage, whether it's part of this mandatory personal  
24 injury protection coverage under those no-fault laws that are  
25 in effect, or the medical payments coverage that are offered

1 voluntarily or that may be required in liability based states,  
2 without no fault, tends to be a very expensive coverage for all  
3 the reason which I think yesterday's panel indicated, and it's  
4 that which we believe that both education and legislation  
5 involving helmet laws especially can be terribly helpful.

6           Again, one of the cause of the accident is the  
7 motorcyclist are more often the other vehicle and the whole  
8 notion that in every other mode, when you do something, it not  
9 only protects you regarding mistakes you make but what others  
10 do to you.

11           DR. ELLINGSTAD: And there was a couple of questions  
12 having to do basically with the level of investment by  
13 insurance companies in these kinds of safety messages for  
14 motorcycle conspicuity, et cetera.

15           MR. SNYDER: Right. Well, I think again there's a  
16 general view among insurers, buttressed by the best work that  
17 we have available to us, the Insurance Institute for Highway  
18 Safety, that try hard as we might, education and communication  
19 has limitations, severe limitations, particularly on people  
20 retaining the messages even if you can deliver it to them, and  
21 so insurance companies do voluntarily support a variety of  
22 safety and communications and training efforts because we  
23 believe that they have value, but I think we believe that our  
24 rating and underwriting also has value, and we believe the  
25 legislation has value. And so I think they're supporting these

1 efforts to the extent that they believe as private sector  
2 players that they have value.

3 DR. ELLINGSTAD: Thank you. And finally, a true or  
4 false question to each member of the panel. When a motorcycle  
5 approaches a car, which may pull out into his right-of-way, if  
6 the rider moves slightly from the side of the lane closest to  
7 the car, to the side of the lane away from it, the car driver  
8 will perceive an increase in vehicle closing rate and override  
9 his decision to pull out. True or false?

10 MR. THOMPSON: I'm not really the best one to answer  
11 that question. Dr. Ochs probably would be a good one to ask  
12 that question.

13 DR. ELLINGSTAD: But you're required to answer it.

14 MR. THOMPSON: Actually I'm not because that would do  
15 an injustice to the question as well as to my response.

16 DR. ELLINGSTAD: Okay. Mr. Wierson?

17 MR. WIERSON: I wouldn't bet my life on that.

18 DR. ELLINGSTAD: Okay.

19 MR. BURNS: Too many motorcyclists have bet their  
20 life on that.

21 MR. SNYDER: If Mr. Wierson wouldn't bet his life on  
22 it, you bet I wouldn't either.

23 DR. ELLINGSTAD: We'll leave this question  
24 unanswered. Thank you.

25 CHAIRWOMAN HERSMAN: Thank you all very much for

1 being here and participating in this panel. I think it's been  
2 incredibly informative. We've all learned a lot.

3           It is 12:33. We're scheduled to come back from lunch  
4 at 1:15. We'll go to 1:20. We'll go to 1:20 and we'll start  
5 at 1:20. Thanks.

6           (Whereupon, at 12:33 p.m., a luncheon recess was  
7 taken.)

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A F T E R N O O N    S E S S I O N

(1:20 p.m.)

CHAIRWOMAN HERSMAN: I think we're ready to begin.

Dr. Price, if you could introduce the next panel.

DR. PRICE: The next panel will be Rider Impairment.

It will be led by Dr. John Brick from Intoxikon International, followed by Ms. Diane Wigle from the National Highway Traffic Safety Administration, Major Daniel Lonsdorf from the Wisconsin Department of Transportation, and Mr. Ed Moreland from the American Motorcyclist Association.

Our NTSB staff technical panelists for this presentation will be Mr. Dennis Collins and Ms. Danielle Roeber.

We will begin with Dr. Brick.

DR. BRICK: Thank you. Let me thank the Board for inviting to me speak today.

My company, Intoxikon, is involved in education and training and other prevention endeavors in the area of alcohol and drug studies, and I'm happy to be here to share with you some of that information.

I'd like to talk with you today about a few things, one of which is why do we have any interest in alcohol as opposed to having interest in other drugs today or in general, why is the focus on alcohol?

A little bit about the scope of the problem. We have

1 heard many speakers before me talk about some of the statistics  
2 involved in fatal crashes. So I am going to speak very briefly  
3 on that topic.

4 I'd like to talk a little bit with you about the  
5 pharmacology of alcohol and the effects that alcohol has on the  
6 brain to change behavior and how that is specifically related  
7 to motorcycle operation. And that certainly applies to other  
8 vehicles, but I think motorcycle operation is a special case  
9 because of the complexity of that behavior.

10 I'm also going to speak with you about relative risk.  
11 That is a very important issue in understanding the actual role  
12 and causality between intoxication and a fatal crash, for  
13 example, and finally I'm going to touch on one particular  
14 problem, that is alcohol and head injury. We heard about head  
15 injuries yesterday, but I'm going to add a very different  
16 dimension to that with regard to the interaction between  
17 alcohol intoxication and head injury outcome.

18 There's a great deal of interest in alcohol with  
19 regard to driving in general. For vehicles other than  
20 motorcycles, the highest risk group tends to be very young  
21 drivers, which is a little scary since in addition to that  
22 statistic, about 20 percent of the alcohol sold in the United  
23 States is to teenagers, underage drinkers.

24 Motorcyclists tend to be in a higher age group for  
25 their greatest risk. In general, with fatal crashes, we see

1 more men killed than women who are intoxicated, and that might  
2 be because on average, men drink about twice as much as women  
3 do, and there's a consequence to that.

4           Alcohol is a very simple chemical. It's comprised of  
5 carbon, hydrogen and oxygen molecules which when combined  
6 together properly; produce a psychoactive drug, a drug that by  
7 definition changes behavior. For the most part, alcohol acts  
8 as a central nervous system depressant, decreasing the  
9 functioning of the brain and impairing multiple domains of  
10 behavior.

11           Alcohol is also a highly abused drug, and though our  
12 definitions with regard to what constitutes abuse versus  
13 alcoholism or alcohol dependence, have changed. It is  
14 nevertheless the most over represented drug, second perhaps  
15 only to nicotine, but certainly the most abused and addictive  
16 psychoactive drug.

17           And it's a very popular drug. Our relationship with  
18 alcohol began -- in this country began when the Pilgrims  
19 arrived at Plymouth Rock. For those of you that don't know  
20 that story, I'll very briefly remind you so you can remember  
21 this at Thanksgiving, that the reason the Pilgrims landed where  
22 they did was because they ran out of alcohol, and the crew of  
23 the Mayflower did not want to share their alcohol with the  
24 Pilgrims and literally told them the first land we see is where  
25 you're getting off. And what that tells us is that our



1 relationship with alcohol has literally started with day one in  
2 this country.

3           Fast-forwarding a little bit, with the development of  
4 mechanized transportation, we have seen a staggering increase  
5 in the number of accidental deaths and fatalities due to  
6 alcohol intoxication.

7           With regard to motor vehicle type operation,  
8 including motorcycles, there are many factors that contribute  
9 to fatalities, the location where the crash occurred, whether  
10 it was rural or urban, the lighting conditions and weather  
11 conditions, particularly important to motorcycle operators.

12           Time of day, as with other motor vehicles, we see  
13 fatal motorcycle crashes most at night, in the early morning  
14 hours and on weekends.

15           Speed limit, higher speeds, greater chance for  
16 fatality because of greater delta V at some point, believe of  
17 that speed.

18           Vehicle design, short of the BMW motorcycle, we were  
19 hearing about yesterday, there was a dramatic difference  
20 between motorcycles and other vehicles in terms of risk  
21 factors.

22           Driver's age and sex. Young drivers, or  
23 inexperienced drivers, and gender are certainly factors in  
24 automobile crashes. I have not seen data on gender differences  
25 with motorcycle operators. Maybe NHTSA has some data that I

1 have not seen that speaks to that issue.

2 Traffic factors, highway characteristics, break away  
3 stanchions and so on.

4 These are all factors that you have to consider but  
5 in my world, the one factor that rises above all of these is  
6 alcohol intoxication or lack thereof.

7 There are a number of scientific issues related to  
8 alcohol injuries. The handout material that you will receive  
9 after the conference goes into all of these in more detail than  
10 I have today, but they include perception, visual functioning,  
11 sensory/motor coordination, reaction time for example,  
12 cognitive functioning which I will talk a little bit about  
13 today, and related to that attentional processing and  
14 multitasking.

15 I'll also talk about relative risk and injuries which  
16 are of particular interest to people in my field, and which  
17 have very important implications to motorcyclists.

18 Cognitive and psychomotor impairment is a very  
19 important factor in any vehicle operation, but I think  
20 particularly with motorcyclists. Impairment in psychomotor  
21 skills and the particular divided attention skills will  
22 significantly increase your risk for a fatal crash. If we look  
23 at what divided attention is, it's really -- it's multitasking,  
24 a term we heard earlier, in which the operator must do multiple  
25 events at the same time. In a laboratory we can look at that

1 in terms of different types of stimuli or coding or decoding  
2 tasks, which are required. Operating a motorcycle is a major  
3 divided attention task, and alcohol impairs the ability to  
4 divide attention even at very low blood alcohol levels, as I'll  
5 show you in a moment.

6           Motorcycle operators, for example, have to pay  
7 attention to what's going on. They have to be able to obtain  
8 information from the roadway. They need to process that  
9 information. They need to be able to make time, distance, and  
10 speed estimations. How far is that vehicle from me as I'm  
11 approaching the intersection? Who will get there first?  
12 Should I increase my speed? Should I decrease my speed?  
13 Should I or can I anticipate that that driver or operator is  
14 going to pull ahead.

15           Identifying objects in the roadway. For  
16 motorcyclists, even small objects propose a much greater risk  
17 factor than for a car operator for example.

18           And, they have to respond appropriately. Operating a  
19 motorcycle, as I said before, is a major divided attention  
20 task. Think of all of the things you must do. You're  
21 adjusting your clutch. You're using your brake. You're using  
22 your throttle. You have two brakes. You have a handbrake.  
23 You have a foot brake. You're paying attention to where it is  
24 you're going. You're making those time, distance, speed  
25 estimates, paying attention to traffic, traffic control

1 devices, other things in the roadway, and if you're a biker,  
2 you're also having fun. You're enjoying the visceral  
3 experience of, you know, riding that bike and, you know,  
4 feeling all of the sensory information that you are being  
5 bombarded with.

6           And that's great, except when you are intoxicated the  
7 ability to divide your attention among those many tasks  
8 decreases significantly. So that you may, in fact, be able to  
9 attend to many of those factors, many of those skills. You're  
10 keeping your bike on the road. You're staying in the lane.  
11 You're not going too fast. You're not weaving or doing  
12 anything dangerous, but you have failed to realize that there's  
13 a vehicle in front of you that's stopped, or you have failed to  
14 realize that the road has turned, or you have failed to realize  
15 that there is a vehicle approaching at an intersection that  
16 does not appear as though it's going to stop, and you crash.  
17 That's a classic type of divided attention failure, and with  
18 motorcycle operation, there are far more tasks to attend to and  
19 far more distractions that will increase that risk.

20           What we know from a variety of research, both in the  
21 laboratory and in field studies, is that blood alcohol levels  
22 impair behavior. They certainly impair divided attention  
23 skills. In a laboratory, you can demonstrate these in many  
24 subjects and many types of measurements, at blood alcohol  
25 levels in the .02 to .03 percent ranges. Looking around this

1 room, which would probably be one to two drinks for most  
2 people. It's a very low blood alcohol level. Certainly by .05  
3 percent, there is abundant evidence that there is an increased  
4 risk for a fatal crash, and more importantly, that that fatal  
5 crash is due to the operator who was intoxicated, not simply a  
6 correlation in which alcohol was represented in those crashes.

7 DR. PRICE: Dr. Brick, we're at 10 minutes now, and I  
8 know you have a lot of slides to go. So if I could ask you to  
9 streamline a little bit please.

10 DR. BRICK: I will. The concept of relative risk  
11 talks about assigning risk to crash fatalities, and we often  
12 think of the legal definition as being some safe haven below  
13 which it's okay to drive, that's not true. If you look at the  
14 older data, you can see that with the left column, at .06  
15 percent, below the current definition, the risk is twice as  
16 great. That's a 100 percent increase for a fatal crash due to  
17 alcohol intoxication. If we look at more recent data that  
18 looks at gender and age, we see that even in the .02, .05  
19 range, there is a two or threefold increase in relative risk,  
20 and that below the current legal definition, it's about eight  
21 times greater.

22 The literature is quite clear. Some drivers are  
23 impaired at .02. Most drivers are impaired at .05 percent, and  
24 virtually all drivers at .08 percent.

25 Lastly, I want to comment on some physiological

1 issues related to alcohol impairment. We heard a lot about  
2 head injuries and other types of injuries from motorcycle  
3 crashes and the use and importance of helmets, and I want to  
4 focus just on one particular thing, and that is alcohol  
5 intoxication and injury outcome.

6 About half of all traumatic brain injured patients  
7 are intoxicated that come into ERs in the United States.  
8 Motorcyclists with head injuries are twice as likely to have a  
9 fatal head injury if they are intoxicated compared to controls.  
10 Intoxicated accident victims with head injuries are also more  
11 likely to die sooner in anatomically matched controls. There  
12 are a number of biological explanations for this that I don't  
13 have time to discuss but which are described in more detail in  
14 the handout, but the bottom line is not only do helmets save  
15 lives, but particularly with motorcyclists and if they are  
16 intoxicated, it's more likely than not that they will have a  
17 better chance of survival.

18 Summarizing the four points briefly, alcohol is a  
19 drug that produces dose dependent changes in brain function and  
20 behavior. It is clear from 50 years of research that blood  
21 alcohol levels even at very low concentrations impair motor  
22 vehicle operation. Riding a motorcycle requires additional  
23 skills and cyclists in particular may be at higher relative  
24 risk for injury and higher risk for a fatal head injury if they  
25 are intoxicated. Thank you very much.

1 DR. PRICE: Thank you, Dr. Brick. Our next  
2 presentation for the panel will be from Ms. Diane Wigle from  
3 the National Highway Traffic Safety Administration.

4 MS. WIGLE: Good afternoon. I will try to really,  
5 truly hold this to 10 minutes. The first two slides we can  
6 skip. The first is exactly what Dr. Brick just said, and  
7 you've heard the statistics on impaired riding, and that it's a  
8 bigger problem among fatal motorcycle operators than any other  
9 motor vehicle operators. So we'll get right to the research.

10 Actually, the first research NHTSA study that had any  
11 element of impaired riding in it was the Hurt Report. That was  
12 NHTSA research, and they did collect the ACs on most of the  
13 cases that they studied.

14 More recently, we have put together -- we've  
15 conducted research to determine the cues that law enforcement  
16 can use to recognize impaired motorcyclists, and very quickly  
17 we put those cues together in the late eighties actually. We  
18 did it in three phrases. We interviewed law enforcement  
19 officer, researched arrest reports and conducted some field  
20 studies.

21 We came up with 14 cues that we believe were  
22 predictive of impaired riding. We actually did validation  
23 tests on those cues and stopped with those 14 behavioral cues.  
24 We put out training for law enforcement on those cues.  
25 There's a booklet. There's a pocket guide, and there's a

1 training video available, and it is part of the standard field  
2 sobriety testing training that law enforcement officers take.  
3 Can you go back one slide? Thank you.

4 We conducted focus group studies in 2002. We  
5 interviewed 20 groups, and the groups were divided between  
6 actual riders and then the leaders in the motorcycle community.  
7 We tried to do this in different areas in the country,  
8 Wisconsin, California, Florida, Colorado, and the District of  
9 Columbia. And just very quickly, I'll try to give you some of  
10 the key results of those focus groups.

11 With the riders themselves, they said they rode to  
12 experience the open road, to unwind, to be a member of a group.  
13 Their drinking and riding circumstances included poker runs,  
14 rallies and going to the bar. They were opposed to setting  
15 lower BAC limits for motorcyclists, and their concern for  
16 safety and security of their motorcycle actually overshadowed  
17 their concern for their individual safety. What we were told  
18 by them is that they would not go to a bar and drink and then  
19 take a taxi home because they did not want to leave their  
20 motorcycle there. It was not safe for the motorcycle. And  
21 this is in this focus group, and we actually did a set prior to  
22 this, and we found the same thing.

23 We also heard from them, they discouraged their peers  
24 from riding after drinking, but they have a very strong belief  
25 in individual responsibility. So that limited what they could



1 do to intervene with their peers. They considered traditional  
2 countermeasures for drinking and riding such as fines and  
3 license suspension as insignificant; it wouldn't change their  
4 practices. But motorcycle impoundment, if you were going to  
5 touch their motorcycle, or a court ordered payment, those types  
6 of things might be persuasive in getting them to limit their  
7 drinking and riding.

8           The leaders that we had motorcycle community leaders  
9 that we had in the focus groups, said there were legal and  
10 political barriers to the concept of lowering the BAC limits  
11 for motorcyclists. They believe that approach is based on  
12 social norms were potentially promising to reach motorcyclists,  
13 to get them to limit their drinking and riding. They encourage  
14 widespread training of law enforcement on those detection cues  
15 I spoke of, and they believe there needed to be a renewed  
16 emphasis on motorcycle safety within the entire highway safety  
17 community and programs.

18           Currently, we are conducting a study to determine the  
19 motorcycle impairment at different BAC levels. The objective  
20 of the study is to do just that, to determine the impairing  
21 effects of alcohol on rider skills at different BAC levels. It  
22 is being conducted at the University of Minnesota. Very  
23 quickly, the method is we are actually dosing subjects and  
24 having them ride a motorcycle. They are being dosed at 0 and  
25 .02, .05 and .08. The riding experience was a minimum of five

1 years of riding, and the subjects had to report that they drink  
2 at least once a week with approximately two to three drinks per  
3 session. After they are brought to these different levels of  
4 impairment, we have tested them in swerving, stopping, stopping  
5 on curves and balance.

6 The testing actually was completed last month. The  
7 data analysis is underway, and the final report will be  
8 released in the spring, next spring.

9 The other thing that Carol Tan spoke about to great  
10 length yesterday, so I won't spend much time and that is the  
11 crash causation study. It will collect information on alcohol  
12 usage and question riders and vehicle operators about drug  
13 usage, prescription drug usage and driver fatigue. And there  
14 are match controls there. So we hopefully will get some  
15 additional information.

16 Many people to date have discussed the NAMS, the  
17 National Agenda for Motorcycle Safety, which does have many  
18 recommendations and a number of them focus on impaired riding  
19 and how to decrease the incident of that. I just wanted to  
20 mention that there actually will be an implementation guide  
21 released in the next two months, and this implementation guide  
22 focuses on the recommendations made to the state, local  
23 governments, rider organizations, other organizations and  
24 basically the recommendations that focus on everyone but the  
25 Federal Government.

1           And why we put this together is we heard from  
2 numerous grassroots organizations and state and local agencies,  
3 that they don't know where to start. They're not quite sure  
4 how to go about implementing some of the recommendations made  
5 to them in the NAMS. So this gives them some general  
6 instruction on how to get started, who to involve, and it also  
7 gives some examples of programs that are currently underway  
8 that are recommending recommendations from the NAMS.

9           The other thing the agency has, is we have a  
10 motorcycle safety program plan, and we just released an updated  
11 version of that in June. You can find that on our website. It  
12 also gives descriptions of what I'm discussing here, impaired  
13 riding, but also the entire agency plan on motorcycle safety.

14           I was asked to discuss some education programs that  
15 are out there on trying to reduce the incidence of impaired  
16 riding. So this is a quick list, and the very first one I'm  
17 going to skip because Ed Moreland's going to discuss it.

18           The next one is actually a program that NHTSA's  
19 putting together. They're based on their research that we  
20 found in the focus group testing that we did. We are  
21 developing a program to increase rider awareness of the  
22 problems associated with drinking and riding, but also to teach  
23 motorcyclists intervention techniques and strategies to use on  
24 their friends or colleagues that have drunk and think they  
25 should ride home when they shouldn't. So some intervention

1 techniques.

2           This actually is being pilot tested. I think it just  
3 completed pilot testing in Georgia where it was taught as part  
4 of the rider-training course in every rider-training class  
5 taught in the State of Georgia. Thank you very much, Chad. We  
6 will release the program in the spring of 2007. At the moment,  
7 it is a written curriculum to be used by anyone. It's about a  
8 30 to 45 minute program, but we also plan on converting that  
9 written curriculum into a computerized interactive program that  
10 individuals can use or possibly could be taken to rallies or  
11 motorcycle shows for people to get their hands on and hopefully  
12 learn some of these techniques and increase their awareness  
13 about impaired riding.

14           We also have a demonstration project underway in  
15 Wisconsin. It's two counties, Dane and Jefferson Counties.  
16 The goal of the project is to demonstrate the effectiveness of  
17 a comprehensive program to reduce impaired riding, which  
18 hopefully can be duplicated in other states and localities.  
19 The project includes education, enforcement and it includes  
20 partnerships with motorcycle dealers, community coalitions,  
21 local taverns, and law enforcement. It has all of the partners  
22 that need to be in impaired riding programs, with the local  
23 community involved. We hopefully will have this completed in  
24 September 2008, and have no reason to doubt that that will  
25 happen.

1 I also was asked to discuss other programs in  
2 addition to just NHTSA's. MSF, Ray Ochs spoke earlier about  
3 the Ride Straight program. So you've heard about that one  
4 already.

5 There are a variety of state rider-training and  
6 motorcycle safety programs that address impaired riding. These  
7 are just two quick ones I pulled off Connecticut and  
8 Minnesota's website, but there are many other states that are  
9 working on impaired driving or impaired riding programs.  
10 California, Oregon, Wisconsin I've said, probably at least half  
11 of the states have something to do with some special component  
12 on impaired riding, something in addition to what's in the  
13 rider-training program.

14 Also manufacturers, all the manufacturers are -- have  
15 done some form of advertisement or public education on impaired  
16 riding, Honda, Harley, they all have made efforts.

17 Numerous rider organizations prohibit alcohol at  
18 events to some extent. Goldwing Road Riders Association does  
19 not allow alcohol at any of their events period. That's it.  
20 No exceptions. I have been told of some HOG and ABATE chapters  
21 that also limit alcohol at their events.

22 NHTSA, as an agency as actually was referred to I  
23 think by Dean Thompson in the last session, last panel, he was  
24 discussing the amount of money that we have spent on impaired  
25 driving programs in the large crackdown campaign that we have

1 at least by advertisement or media. All of those programs also  
2 include motorcyclists. What I emphasized here is what we do  
3 specifically for motorcyclists in addition to what we do for  
4 impaired drivers.

5           And the very last thing we're doing is something that  
6 was requested of us in SAFETEA-LU, and that is to conduct a  
7 study on educational public information and other activities  
8 aimed at reducing the incidents of impaired riding. Congress  
9 asked us to present the data, look at what the problem is and  
10 then identify recommendations of how to reduce impaired riding,  
11 but also to identify programs that exist. Give them some  
12 examples of what's happening out there already, and that report  
13 is required to be to Congress by August of 2007. So it will  
14 be.

15           That's it. Thank you very much.

16           DR. PRICE: Thank you, Ms. Wigle. Our next  
17 presentation in this panel will be from Major Daniel Lonsdorf  
18 from the Wisconsin Department of Transportation. Major  
19 Lonsdorf.

20           MAJOR LONSDORF: Thank you, Dr. Price. And thank you  
21 to the Board for having me. It's an honor.

22           I'm a major in the Highway Patrol in Wisconsin as  
23 well as well as a part of the Department of Transportation. I  
24 have just a few slides. It will be brief I hope, but I'm going  
25 to speak from several perspectives, certainly on law

1 enforcement background. I'm also the Highway Safety Director,  
2 and a rider myself.

3 I'm going to start first, and I'm going to talk a  
4 little bit about Wisconsin, but I think much of what I'm going  
5 to talk about, especially in the world of law enforcement,  
6 applies to the nation.

7 Wisconsin, as you can see in the graphic, is diverse  
8 in the sense that we have a metropolitan area, in the Milwaukee  
9 area, southeast part of the state, and then it's under rural  
10 tree covered area in the north. By the way, I bring you  
11 greetings from the state home of Harley-Davidson and Miller  
12 Brewing. We have challenges, but we are working on that and  
13 that's what I'm going to talk about.

14 And I just want to give a little scope of the  
15 magnitude of the situation, and I don't think our state is  
16 anymore unique than many of the other states. Our alcohol  
17 related fatalities in our state are a little higher than most  
18 of the nation. As a matter of fact, Forbes Magazine I  
19 understand pegged Milwaukee as America's drunkest city, and  
20 we're really proud of that as well.

21 But we kill a lot of people but police in Wisconsin,  
22 and again I don't believe it's different in other states,  
23 arrest a lot of drunk drivers and will continue to do that,  
24 42,000 last year alone. That's a lot of drunken drivers.

25 There are studies that would indicate that for every

1 1 you get, there's about 200 you don't, or for every time you  
2 get caught, there were 200 times you didn't, and if that's  
3 true, if that's true, we are estimating somewhere between 6 and  
4 8 million drunk drivers every year in the State of Wisconsin on  
5 our highways or on an average, 23,000 a day, every day, 23,000  
6 a day.

7           Motorcycle popularity grows just as it does in your  
8 states. Cycle registration, cycle endorsements are on the  
9 rise. The exposure problem is getting bigger.

10           This graph kind of speaks to a couple of things. One  
11 is vehicle registrations represent about 5 percent of all of  
12 our vehicles. Vehicle miles traveled equal 1 percent yet they  
13 represent 12 percent of all of our fatalities.

14           The arrests, which I'm going to focus on in just a  
15 little bit, in Wisconsin, the number of arrests for impaired  
16 motorcycle riding, most of them are made when the vehicle is  
17 upside down, in a ditch somewhere. And I'm being honest with  
18 you, is less than 1 percent of all arrests involving  
19 motorcycles, which is what I'm going to get to in just a few  
20 minutes. Diane alluded to it a minute ago as an example, my  
21 background starting as a state trooper in the capital city of  
22 Madison, before I got promoted and left the highway; I arrested  
23 over 950 drunken drivers. And I can count on one hand the  
24 number of them that were riding motorcycles, and the next few  
25 slides will kind of explain where we're going with that.



1           There are challenges when it comes to impaired  
2 riding, and again Diane alluded to some of this. The ride is  
3 the reason many of them ride. It's not a necessary means of  
4 transportation to a lot of people. I'm a weekend rider myself.  
5 I don't commute on my motorcycle. I consider the ride more  
6 than the destination. It's a means to arrive and not a way to  
7 just get there.

8           Behavioral cues, which are common for drunk drivers,  
9 weaving, rapid acceleration, deceleration, wide turns. Those  
10 are the things that police officers in America look for when  
11 you're finding a drunk driver. Those are the things that sober  
12 motorcyclists do every day. I just got back from a 5400 miles  
13 trip out to the Rocky Mountains, and I weaved, I accelerated  
14 rapidly, I decelerated quickly, and I made some wide turns.  
15 And I didn't drink but it provides a challenge for police  
16 officers in this state, in this country, because the normal  
17 things that you look for in a drunk driver are not necessarily  
18 indicative of impairment on a motorcycle.

19           Observational cues. When the police officer walks up  
20 to the car, the guy rolls down the window, and unless you've  
21 got some nasty head cold, you're hit with this blast of  
22 distillery or brewery and it doesn't take much to figure out  
23 that you may have someone who has had too much to drink. That  
24 cue does not exist for the most part on a motorcycle in the  
25 open air, and alertness, riding breeds alertness, and you

1 rarely have motorcyclists falling asleep, passing out as we do  
2 with regular drunk drivers, balance. You get off a motorcycle,  
3 especially if you've been on it for sometime, and if an officer  
4 were to ask that person to walk a straight line, I would be  
5 challenged to do that because it takes a while to get your legs  
6 back, depending on what kind of a bike you're riding, and what  
7 kind of saddle position you might have been in.

8           Normal cues for the typical drunk driver are not  
9 necessarily available to the officer in the case of an impaired  
10 rider.

11           Our challenges. How do we develop viable  
12 alternatives? I'll speak to law enforcement a little bit more,  
13 and there may be some questions regarding that, but I hope we  
14 don't focus on let's arrest everybody. That'll fix the  
15 problem. Because it will not, and it has not, and it just  
16 can't happen. You saw the magnitude of the problem. It's a  
17 social issue, and it is a public health problem that we need to  
18 address, and in order to address it specifically when it comes  
19 to impaired riding, we need to offer alternatives, something  
20 better than what they have in front of them now. The  
21 alternative is to drive to a bar on your motorcycle and drink,  
22 go to an event, drink and ride home. And that is the  
23 alternative. We have to present something better than that.  
24 And that's where I'm going to go with the last few slides that  
25 I have.

1           Ron Thompson, who you heard this morning, works in my  
2 office, and we set in place a couple of years ago some  
3 countermeasures to try and impact this problem. Problems in  
4 Wisconsin are not unique, but we identified some very clear  
5 areas of opportunity, and one of those is how do we get to  
6 them? How do we reach our target audience?

7           Motorcycle riding and the motorcycle community is not  
8 that prevalent, you know. Wisconsin is one where it's only  
9 nine months out of the year for the most part, and they  
10 cluster. They go to events and they do things together in  
11 groups. So what makes sense, if you want to reach them, we  
12 need to go to where they go. If you try to just spread it  
13 across the state, the message gets thinned out, and you lose  
14 its value and its power. So by targeting where they go, you  
15 can get more bang for your buck, and if you do it in the right  
16 kind of way, and in Wisconsin, we have several opportunities to  
17 do that, and we're expanding that program, but we felt that was  
18 the best way for us to attack this issue was to set up  
19 alternatives, go to open houses if we can. They have festivals  
20 and events that go on all the time, but make alternatives  
21 available.

22           You heard Diane talk about a program in Wisconsin,  
23 Innocorp, a corporation is involved in a social marketing  
24 program, and I mention it here in this slide, in the sense of  
25 give them alternatives. If you're going to do a poker run, do

1 you have to go to bars everyplace along the way? You do not.  
2 If you're going to have an event, does it always have to  
3 involve alcohol? Can you go to a restaurant, can you go to a  
4 stop and go, some other means of an incentive, and there should  
5 be something in it for the rider, and those are kind of  
6 opportunities that we're looking at.

7           Again, we go to where the events happen. The key we  
8 believe is both education and enforcement. Education and  
9 enforcement, and if you're going to educate riders, you better  
10 know what you're talking about. A bureaucrat better not do it.  
11 You better have a rider do it, and who better to do it than  
12 riding motorcycle officers. We have highly trained, very  
13 skilled riding officers in our state and we've deployed them to  
14 major motorcycle events in the State of Wisconsin. They enter  
15 those events. They are asked to come. They are welcomed with  
16 open arms. We've never been refused from any events that we've  
17 asked to be a part of, and we go to those to teach, and to talk  
18 about survivability and what it takes to survive. We believe  
19 honestly that we're all in the same business, and we all have  
20 the same goal in mind. We are not us against them. We all  
21 want the same thing, and I think we can achieve that if we do  
22 it in the right kind of way as a partnership versus some sort  
23 of us against them.

24           We use our riders. We've gone to several big events,  
25 and we put on demonstrations. We talk about tips to survive,

1 and the crowds have been overwhelming. The response has been  
2 overwhelming, and we're very proud of what we've done in regard  
3 to the groups that we reached. We've reached a lot more than  
4 we would have if we just tried to hit or miss them at these  
5 smaller events. It's key to use trained motorcycle officers,  
6 and we have set up grants with local agencies. Once the  
7 education component is in place, there will be an enforcement  
8 component at these events. You have a large mass of  
9 motorcycles. There's going to be drinking. There's going to  
10 be rowdiness. There's going to be issues, and as long as  
11 there's a law enforcement presence, you balance those two. We  
12 have had great success.

13           And the last couple of slides speak to those. These  
14 are two events. We have now added a third. There's a large  
15 event at Road America in Wisconsin, which is more of a sport  
16 bike event, but the HOG rally. Every state generally has a HOG  
17 rally each year where the motorcycles cluster. Wisconsin also  
18 has a fall color ride, which by the way starts on Thursday of  
19 this week, and through these grants we were able to generate  
20 significant law enforcement. That event takes place up in the  
21 northern part of Wisconsin, and on our base year, we saw a need  
22 to do something. There were four people killed up there, 20  
23 injuries, 6 of them serious. We've now done this for three  
24 years, and our average is just five crashes. We have not had a  
25 fatality at a HOG rally or at this fall color ride since we

1 initiated this program, and we're talking 45 to 55,000 people  
2 in a small town in rural northern Wisconsin in prime deer  
3 season, and again alcohol is prevalent. In that yellow area  
4 you can see on there, just to the right of that, look a little  
5 farther down is the great City of Green Bay. We used to call  
6 that a football town with a drinking problem, now it's a  
7 drinking city with a football problem. But that's another  
8 time.

9 Outcomes. We think Wisconsin is bucking the trend,  
10 and we think this is in part because of the cycle injuries  
11 down, cycle deaths down, cycle crashes up slightly, as compared  
12 to VMTs, all drivers, the registrations and endorsements  
13 through the roof but we are keeping a lid on our cycle  
14 exposure, and we think that's indicative of a program that's  
15 working. And I appreciate your time. Thank you.

16 DR. PRICE: Thank you very much, Major Lonsdorf. Our  
17 final presenter for this panel will be Mr. Ed Moreland from the  
18 American Motorcyclist Association. Mr. Moreland.

19 MR. MORELAND: Thank you. Thank you to NTSB for  
20 holding this very important meeting and for allowing us to be a  
21 part of it. I do have to say to Major Lonsdorf, I have met  
22 some of your friends in Wisconsin, not because of impaired  
23 riding but for other reasons. I've met a couple of the state  
24 troopers in Wisconsin being from Wisconsin. I hope that the  
25 Green Bay Packers do a better job of representing the state

1 later this year.

2           Moving on to our presentation, being the last  
3 presenter on the last panel, much of what we want to talk about  
4 is -- has been said already, but we'll quickly highlight those  
5 things that we want to draw attention to. My slide  
6 presentation is rather short. So I'll try to get us out of  
7 here by next Monday, if you'll bear with me.

8           Riding straight. Why? Well, I think it's apparent.  
9 We've seen why it's apparent in nearly every presentation in  
10 the last couple of days. Forty percent of our fellow riders  
11 are dying in crashes as a result of alcohol involvement.  
12 Impaired riding was an urgent recommendation, one of four, in  
13 the NAMS document. Impaired riding continues to be a pervasive  
14 issue in the motorcycling community. The other side of that is  
15 a recognition by motorcyclists, both AMA as well as other  
16 national organizations like the Motorcycle Riders Foundation  
17 and State Motorcycle Safety Advocates groups and ABATE groups,  
18 they recognize it as a problem within the community and one  
19 that we must all address together.

20           AMA and NHTSA, as Diane mentioned earlier, signed a  
21 cooperative agreement in 2003, it started in 2002 actually, the  
22 discussions. It was a three year public awareness campaign  
23 that involved many, many aspects of print media, a media tour,  
24 radio and video PSAs, impaired riding surveys which continue  
25 today. We've completed two rider impairment surveys with our

1 membership, two of which have been completed and the data is  
2 available, one of which we've just collected and we are still  
3 trying to reconcile that with previous years to see if we can  
4 establish greater trends.

5           This is among the brochures that were circulated by  
6 AMA as a result of our partnership with NHTSA on the Ride  
7 Straight campaign. If you can't make it out, the tattoo says,  
8 ride to live, live to ride tomorrow.

9           This was among the more popular of the images that  
10 were circulated by AMA to the media outlets that we met with  
11 over the course of a media tour that we did in California and  
12 generated thousands and thousands of reprints in the  
13 motorcycling press.

14           Again, part of the brochure is a Q&A section. For  
15 those of you who are interested, there are copies, hard copies  
16 of this brochure at the front desk, at the AMA booth as you  
17 walk out the front doors there, and we'd love for you to have  
18 them and take them home and use them. If you'd like additional  
19 materials, please contact me or any other member of AMA staff,  
20 and we'll make sure that you get additional materials.

21           Some of the other images that were used to greater  
22 and lesser degrees of success, were these three imagines.  
23 We've talked about the first image. The second one was sort of  
24 the bar to bar to bar idea, which is handlebars, drinking bars  
25 equals jail bars. It's a very real possibility; one that we



1 hope no motorcyclist has to deal with personally. It wasn't  
2 the most popular approach that we saw as we reviewed the images  
3 and advertising campaign that we pursued.

4           The middle image is hero to zero, and it's for a  
5 completely different demographic. It's aimed at sub-30 sport  
6 bike riders and basically indicates that it doesn't take long  
7 to get from a hero super bike rider to a zero in the ditch,  
8 just add a little booze to the mix, and you'll find yourself  
9 there. Originally when this concept was first discussed, it  
10 was -- the tag line was going to be something along the lines  
11 of zero to hero in one beer, but later on we thought that maybe  
12 even suggesting that, that may be too much especially with the  
13 partnership with NHTSA. So it ended with hero to zero.

14           As I said, we've done a number of radio and  
15 television PSAs and AMA continues to develop PSAs that are  
16 helpful to the community. I know that earlier today we talked  
17 about the likelihood or the question was raised actually about  
18 the community using other means of getting the message out,  
19 perhaps through the web, sort of a viral approach. It's our  
20 plan at AMA to produce some PSAs going forward and to make them  
21 available on our website for anybody's use, and we hope that  
22 they end up, the message ends up being spread out there. We  
23 encourage the message to be spread. I brought with me a few  
24 radio PSAs and a video PSA, to give you some idea of the effort  
25 being made in the community.

1           Now let's see if I can make this work with this  
2 mouse. This is one of the radio PSAs. That's going to be  
3 tough. Too much coffee in the afternoon.

4           (Plays video.)

5           Yeah, each one of the commercials has a tag line for  
6 AMA. So bear with us as we -- you'll probably remember the  
7 number.

8           (Plays video.)

9           I'll show you one video image that we use and had a  
10 good deal of success and the voice that you're hearing is Dave  
11 Despain who many of you may be familiar with who is a motor  
12 journalist, the very popular motor journalist who has a show  
13 called "Wind Tunnel" on Speed Vision. And he agreed to do both  
14 of our radio PSAs as well as our video PSAs for us.

15          (Plays video.)

16          As a result of those PSAs, and the production values  
17 of the PSAs, and I think the work that went into the concepts,  
18 of the PSAs, we were able to effectively place those ads at  
19 what would have been over \$1.5 million on advertising costs for  
20 a little or no cost to the Association or NHTSA. The initial  
21 programming costs for NHTSA and AMA and the partnership was  
22 about \$250,000 moving forward. So while that program has now  
23 ended its run of three years as a partnership, those ads and  
24 those commercials and PSAs are still available and still out  
25 there and are still being used and we still see the promotional

1 materials on a monthly basis in motorcyclist enthusiast  
2 magazines.

3           The [www.ridestraight.com](http://www.ridestraight.com) is a clearing house of  
4 information that was established on the web to allow people to  
5 go and find research data on impairment, research that has been  
6 completed, campaign profiles from around the country, of which  
7 only a few of them are mentioned here, but motorcycle groups,  
8 as many of the panelists have indicated, have taken a very  
9 strong interest in this subject and are doing everything they  
10 can to promote riding without impairment.

11           Some of the state partnerships that have been most  
12 successful and, Diane, you touched on a few of them in your  
13 presentation, so if you see them again here I apologize, but we  
14 didn't compare notes before we got here.

15           But open the bottle, not the throttle, is a very  
16 popular concept in Connecticut. Ride smart, drive smart in  
17 Ohio are both big operations that AMA has had significant  
18 influence in. West Virginia Governors Highway Safety Office  
19 and the billboard campaign. Dial-a-ride in Minnesota. The  
20 Ohio State Patrol, as we said earlier, ride smart, drive smart.  
21 Wolverine Riders in Livonia, which is volunteer driven which is  
22 the basis of everything we want to do, we've heard time and  
23 time again, even from law enforcement that enforcement is not  
24 enough. More legislation is not enough. This has to be  
25 community driven and peer to beer -- peer to peer, not peer to

1 beer. Peer to beer is not the direction you want to go in.

2 It remains an urgent priority and among the most  
3 important to the riding community. We've asked for, as a  
4 community, a crash causation study and we've seen that that  
5 will be completed in 2010. That's not enough for us to hope  
6 that we find results as a result of that crash study and wait  
7 until 2010 to begin the process. Motorcycle groups, both AMA,  
8 other national organizations, the government, state  
9 organizations and agencies have already begun the process and  
10 will continue to move that forward, will continue to expand the  
11 partnerships and work locally.

12 Those are some of the elements of what AMA's work has  
13 been in this process to date. I'm happy to knock my nameplate  
14 off the table and take questions.

15 DR. PRICE: Thank you, Mr. Moreland. I just have to  
16 add that not only do Harley-Davidson, Miller Brewing and Ed  
17 Moreland and probably Major Lonsdorf come from Wisconsin, but  
18 so do Jana Price and Vern Ellingstad. So --

19 MR. MORELAND: We're over represented.

20 DR. PRICE: I'll turn the technical panel questioning  
21 over to Mr. Dennis Collins.

22 MR. COLLINS: Thank you. For my first question, I'd  
23 like to offer first to Dr. Brick and then perhaps if any of the  
24 other panelists would like to comment, I'd certainly like to  
25 encourage that.

1           We know that a significant number of convicted DWI  
2 motor vehicle drivers have an underlying alcohol problem. Is  
3 there any evidence to suggest a similar trend in motorcycle  
4 riders that you're aware of or is there any evidence to suggest  
5 a different trend, i.e., more of a problem or less of a  
6 problem?

7           DR. BRICK: I have not seen any data specifically on  
8 drinking history and motorcyclists. Some of the other  
9 panelists may have seen that. I would be surprised if it  
10 existed because it's not typically collected at a DWI -- in a  
11 DWI arrest investigation. However, it's tempting to suggest  
12 that there may be a difference between motorcyclists and  
13 drinking related problems and other vehicles for the following  
14 reason -- following two reasons. One, there are certainly some  
15 very interesting and very soon to be published data on motor  
16 vehiclists showing that there's a high percentage of first  
17 offenders, first DWI offenders in which diagnostic criteria for  
18 alcohol abuse or alcohol dependence and that increases  
19 dramatically with second offenders, and what that says, that  
20 body of research says is that by the time you get stopped for  
21 drunk driving, it's not the first time you've been out drinking  
22 and driving, and that there probably is a significant history  
23 associated with that.

24           The second piece to that puzzle comes from data from  
25 NHTSA actually that shows a very high percent of motorcyclists

1 that have crashes who are intoxicated, not just that alcohol is  
2 present but when you narrow that group down to look at fatally  
3 killed motorcyclists, that have single vehicle crashes, it  
4 limits the number of explanations as to why that crash  
5 occurred. And when you have on weekends, early in the  
6 mornings, 40 or 60 percent of your fatal bikers that are .08  
7 percent or higher, that tells you that that's above and beyond  
8 what you typically see with other types of vehicles.

9           So although I don't think those studies have been  
10 done specifically with your question in mind, there is  
11 certainly some data to make that inference and stimulate more  
12 research on motorcyclists in particular.

13           MR. MORELAND: I don't know how much more I have to  
14 offer to that other than to say I am not aware of any studies  
15 that indicate that alcoholism and motorcycling are necessarily  
16 linked anymore than alcoholism and any other activity. I  
17 wouldn't, I wouldn't know anything other than that.

18           MR. COLLINS: Honestly, neither do I. That's why I  
19 asked.

20           DR. BRICK: I'm certain that riding a bike do not  
21 make you an alcoholic.

22           MR. COLLINS: Doug will be happy to hear that. Also  
23 to Dr. Brick and to the panel, there seems to be a greater  
24 percentage of fatally injured motorcycle riders with a positive  
25 BAC and as you said a moment ago, it appears that that might be

1 a greater percentage than in the motor vehicle population and  
2 would anyone on the panel care to comment on possibly some  
3 reasons for that? Is that a function of more riders choosing  
4 to get behind a wheel than drivers, and again, I'm not saying  
5 that. I'm just offering that as a suggestion, or is this  
6 related to the unique handling characteristics of motorcycle as  
7 compared to motor vehicles or some other idea that I'm not  
8 aware of.

9 DR. BRICK: Well, I think there are many different  
10 ways to answer that question, from my field and my perspective.  
11 I think clearly there is, just the mechanical issue. You are  
12 exposed to different types of elements in a motorcycle. In an  
13 automobile, you have a crash you have airbags. You have  
14 seatbelts. You have self-tensioning seatbelts that begin to  
15 tighten up before actual impact. All of those things, most of  
16 those things really goes towards changing your delta V.

17 For a motorcyclist, with very few exceptions, maybe  
18 those 2100 Goldwings, you don't have an airbag. You don't have  
19 anything other than typically a fixed object or, if not a fixed  
20 object, a very hard, impervious object to strike, and so that's  
21 going to increase the mechanic insult to begin with, number  
22 one.

23 Number two, I had a couple of slides that looked at  
24 brain mechanisms in head injuries, and specifically with regard  
25 to helmeted versus non-helmeted injuries, and it's quite clear

1 from that body of research that something is occurring in the  
2 brain. Exactly what that mechanism is, is not fully known but  
3 there are several very intriguing, biological explanations that  
4 place intoxicated head injured patients at much greater risks  
5 to either die period or die sooner, meaning less time for  
6 medical intervention that might save their lives.

7           So I think those are, you know, certainly two, two  
8 parts of a fairly large puzzle to answer that question.

9           MR. MORELAND: If I might opine a moment, I think  
10 that there is probably no greater frequency of again alcohol  
11 use or abuse in motorcyclists rather than car drivers, and I  
12 think that you hit on it in your question. The specific  
13 handling characteristics of a motorcycle greatly reduce your  
14 ability to recover from poor judgment, if you were to be  
15 impaired at a significant level. So whereas you may be able to  
16 recover over steer, under steer, to correct something that may  
17 have gone wrong as a result of an impairment in an automobile,  
18 you may not have that same luxury or amount of time to react  
19 differently, given the handling characteristics of a  
20 motorcycle.

21           DR. BRICK: If I can just pick up on what you just  
22 said, you might get a better handle on that when we start to  
23 see some of those relative risk studies specifically with  
24 regard to motorcycle operation, because then that will enable  
25 us to look at different blood alcohol levels and the



1 relationship to those fatal outcomes. If you have a large  
2 percentage of fatally injured bikers with very low blood  
3 alcohol levels, then that's different than if it's weighted at  
4 higher blood alcohol levels where you would expect to see this  
5 dramatic brain injury alcohol interaction occur.

6 MR. MORELAND: Let me add one more thing. I think  
7 it's probably more typical for riders, it's been my experience  
8 anyway personally, that riders that I've been in contact with  
9 at a restaurant or tavern perhaps, that they would be more  
10 likely to have a beer or a drink with dinner, a glass of wine  
11 or a beer, and then drive a car than they are to risk getting  
12 on a motorcycle. I know many, many motorcyclists who have a  
13 very strict policy against drinking and riding but they don't  
14 enforce that same sort of policy when it comes to getting  
15 behind the wheel of a car.

16 MR. COLLINS: And just to follow up with that, you  
17 would -- I think you would think from what you said earlier,  
18 that that's an awareness on the part of the riders that this is  
19 a different handling task. This is not -- I go from my car to  
20 my wife's minivan, it's pretty much the same thing. I go to a  
21 bike, that's a whole different ballgame.

22 MAJOR LONSDORF: Can I make a comment, too? I showed  
23 a slider earlier that 42 percent of all fatal crashes in  
24 Wisconsin are alcohol related. We'll it's 50 percent when it  
25 comes to fatal motorcycles. Fifty percent of all of our fatal

1 motorcycle crashes are alcohol related, and there are a couple  
2 of reasons we see for that.

3           Number one, we spoke about the handling  
4 characteristics. When they drink, like I said earlier, we  
5 usually find them in a ditch more so than we do arrest them,  
6 and the road and the vehicle takes care of it themselves but  
7 there are a couple of other things that work here. I think one  
8 is that this is often, not always, but often a social vehicle,  
9 as compared to the general population, which uses a vehicle for  
10 work and for any number of other things, commute. And  
11 motorcycles amongst many people is a device they use on  
12 weekends and evenings for times out, and often those involve  
13 some sort of socializing, and as you know, socializing also  
14 often evolves around alcohol.

15           The last thing I want to comment on, too, is that the  
16 demographic makeup of motorcyclist, there is a broad range, but  
17 if you were to compare the general population to motorcyclists,  
18 you're going to find risk takers at a higher degree in that  
19 group, simply because there is a certain amount of risk in  
20 riding a motorcycle in today's society. Not everyone is going  
21 to do it. Many people choose not to, they're not going to  
22 accept that risk. And so there is a certain amount of -- I'm  
23 not saying they are reckless or dangerous by any means, but you  
24 have to assume more risk, and that demographic, if you analyze  
25 it, they're the same ones who speed, same ones who don't wear

1 seatbelts, same ones that drink alcohol when you're in a car,  
2 risk takers, and you're going to find more of them wanting to  
3 ride a motorcycle than I think the general population.

4 MR. COLLINS: Thank you. And finally for Dr. Brick  
5 before I turn it over to my colleague, we've heard a lot about  
6 some new or emerging technologies over the two days, vehicle-  
7 to-vehicle communications, vehicle-to-infrastructure  
8 communications, and I was wondering if you would care to  
9 comment on could those technologies help the issue of  
10 intoxicated, since we're speaking of motorcyclists,  
11 motorcyclists or operators in general?

12 DR. BRICK: I think that's a yes, no answer type of  
13 question. Or the answer is yes and no. One of the major  
14 problems with certainly motorcycle operation with regard to  
15 alcohol intoxication is that issue of divided attention, where  
16 you must do many different things at the same time. If you add  
17 an additional load or level of complexity to that rider  
18 environment, such as getting, you know, heads up information or  
19 audio information with some consult information about another  
20 vehicle, in your location or approaching your path of travel,  
21 that's going to take additional time and brain power from the  
22 task at hand in order to process, interpret and respond to that  
23 event, and in the world of crashes, milliseconds can literally  
24 be the difference between surviving and not surviving.

25 So I'm a little hesitant at too much technology, and

1 this is just from the biker's side. The same goes for the  
2 intoxicated four-wheel driver who kills a motorcyclist, but by  
3 the same token, some of that technology could be so  
4 sophisticated that it removes the element of decision making  
5 from the operator.

6 I was at a conference last week, listening to some of  
7 the new and exciting safety innovations coming out of Mercedes  
8 Benz. One of them is a dynamically active cruise control in  
9 which you set the cruise control. It automatically determines  
10 a one to two second lead-time between you and the next vehicle  
11 in front of you. It has an angular vision as well, to monitor  
12 and respond to vehicles to your left or right or in front of  
13 you that are slowing down or moving into your path of travel,  
14 so that it will automatically change the speed of your vehicle.  
15 That's fairly sophisticated in, and it will be available in  
16 very expensive cars but like everything else, the price of that  
17 technology drops over time. That might work, but it's a  
18 complicated technology and complicated interface and will  
19 certainly require I think a higher level of training on the  
20 user end to make it life effective.

21 MR. COLLINS: Thank you.

22 MS. ROEBER: Going along with the technology  
23 question, if you hear me chattering, that's just my teeth.  
24 It's really cold in here.

25 Ms. Wigle, we brought up technology, and as I'm sure

1 you're aware, interlocks are a popular new technology that  
2 we're using more and more on motor vehicles. They're effective  
3 as long as they're on the car. What sorts of interlock  
4 opportunities are there on motorcycles? And actually I start  
5 with Ms. Wigle, but I open that up to anybody.

6 MS. WIGLE: You honestly need to ask somebody who  
7 designs motorcycles, but I think one of the problems putting  
8 interlocks on motorcycles is just that. Where do you put it?  
9 Now you heard about the airbag is on the Goldwing because the  
10 Goldwing could be designed to allow an airbag to be placed on  
11 it, and that it will be much more difficult on sports bikes. I  
12 think that's one of the major problems with interlock systems  
13 on motorcycles. It's just physically, where do you place them.

14 MAJOR LONSDORF: I have a comment, and it's a good  
15 question, in the sense that from a law enforcement perspective,  
16 and I've said this to groups in the past, why have we not  
17 embraced technology to defeat much of this problem.

18 As we talked about it, legislation will fix this  
19 because we have law enforcement that will enforce it and  
20 clearly we're a long way from that, and it's a much bigger  
21 problem than that, and in today's society, law enforcement has  
22 to catch speeders. How do we do that? We lie in wait until  
23 one goes by and then we run out after them and chase them down.  
24 And we used to rob stagecoaches that way 150 years ago. And  
25 nothing's changed, and it is the most bizarre and archaic

1 operation I've ever seen. Society is put at risk. Law  
2 enforcement officers are put at risk. For what? To catch a  
3 speeder. And there's plenty more where that one came from, and  
4 why doesn't this country embrace technology? Why does a car in  
5 this country ever have to go faster than the speed limit? Why  
6 does a car in this country ever have to go into park or into  
7 drive unless everybody's got a seatbelt on? And why would any  
8 vehicle, motorcycle or car, start if that person's impaired  
9 behind the wheel? We have technology today to prevent all  
10 three of those things, and we have used any of them.

11 DR. BRICK: And I think historically there is very  
12 impressive data to support that. If you look at how the number  
13 of unintended accelerations in motor vehicles has changed, once  
14 they developed and implemented the brake drive interface, so  
15 that you can't go forward unless you put something on the  
16 brake, the number of unintentional accelerations went from a  
17 couple of thousand a year to zero, in the course of 12 months  
18 or so. I mean that's data right out of NHTSA. So, yes, I  
19 think you're 100 percent correct. That could be done or should  
20 be done.

21 MS. ROEBER: One more kind of general series of  
22 questions. They're all tied together. What data or -- we've  
23 been spending the time talking about alcohol impairment. Is  
24 there any data out there or any research out there on other  
25 impairments for motorcycle riders, drug driving or is there any

1 potential for looking at the issue of medical conditions? That  
2 was mentioned yesterday and I wanted to bring it up with this  
3 panel, starting with Ms. Wigle.

4 MS. WIGLE: I don't know of any research on the use  
5 of drugs and motorcycles and crashes. Medical impairments  
6 aren't, I don't believe, any different for motorcycles than any  
7 other car driver. All motor vehicle operators need to be  
8 physically fit to operate their vehicle, and actually NHTSA has  
9 a project with AAMVA to try to establish some guidelines for  
10 Motor Vehicle Administrators for determining medical fitness to  
11 drive, looking at physical and cognitive and those type of  
12 elements.

13 MS. ROEBER: Major Lonsdorf, are you encountering any  
14 of this or have you?

15 MAJOR LONSDORF: No, I don't know specifically. I  
16 don't think I should address that. I think that's more Diane's  
17 than mine.

18 MS. ROEBER: Thank you. Major Lonsdorf, you  
19 mentioned in your presentation a lot of the problems with the  
20 behavioral cues that are used for motor vehicle drivers. What  
21 would be some of the cues that you could use to identify an  
22 impaired motorcycle rider?

23 MAJOR LONSDORF: Well, don't get me wrong, you can  
24 use those cues but often they are not necessarily indicative of  
25 an impaired rider as they are much more so when someone in a

1 car is doing those sort of things. It's pretty indicative.

2 I think, you know, some sort of erratic driving, and  
3 it varies so much, is where you really have to focus. It's a  
4 hard thing to do. Motorcycles are hard to find. They're not  
5 everywhere. Cars are everywhere. Trucks are everywhere.  
6 Motorcycles are not, and you're asking law enforcement to just  
7 monitor traffic and keep an eye on things. They have to -- the  
8 vehicle has to get their attention somehow to begin with, and  
9 that's the difficult part is how do you make that happen, and I  
10 mean there's several things, you know, officers are certainly  
11 just cognizant of, is, is later in the evening and early  
12 morning hours, people on motorcycles are probably as likely to  
13 be drinking as those in a car and maybe more so. And you want  
14 to look at those sorts of things, but specifically I can't tell  
15 you.

16 The things that are in this book, and this is the one  
17 that Diane referred to earlier, all still apply, and they're  
18 all good indicators but law enforcement can certainly make a  
19 case for stopping a vehicle that's weaving, a motorcycle, for  
20 one, that's accelerating rapidly, but again they need to look  
21 farther, and they do. But it's a difficult thing to do.  
22 Again, they're hard to find, hard to come by.

23 I think we just need to, again, if you're going to  
24 ask law enforcement to do a better job, I'm not sure that's the  
25 ticket because I think they're doing a great job, and may be



1 I'm a little slighted that way, but you saw the graphic of how  
2 many people are getting arrested, and if you're going to teach  
3 them to do a better job, and I don't think that's really going  
4 to barely scratch the surface of what the real problem is which  
5 is much bigger than arresting them all.

6 MS. WIGLE: Let me just add one thing. I've heard  
7 from some law enforcement officers in different areas of the  
8 country that they hear that officers that do not operate  
9 motorcycles and aren't riders themselves feel a little  
10 uncomfortable understanding what those cues are. All of them  
11 operate a car. They understand the car cues very well, and  
12 they physically understand that, but if you haven't ridden a  
13 motorcycle, some of them feel very uncomfortable because they  
14 haven't to understand what those cues are.

15 MS. ROEBER: And we've -- oh, go ahead.

16 MAJOR LONSDORF: And she makes a good point, and I  
17 don't, I don't think an officer generally would not stop a  
18 vehicle. An officer that rides might be more inclined to give  
19 them more latitude simply because, as an example, I said I  
20 weaved and moved, accelerated and decelerated. I have a case  
21 that District Court ruled just a couple of weeks ago in  
22 Wisconsin, that it was okay for a car that had been stopped for  
23 drunk driving, fifth offense, for that driver to weave within  
24 its lane which means they could move five feet within that  
25 lane, and it did. It never crossed the white fog line, never

1 crossed the centerline. It weaved five feet within its length.  
2 And the Judge threw that case out and said that that was not a  
3 violation of law and the officer had no reason to stop that  
4 vehicle. We don't agree but that's just a simple example of,  
5 add that to a motorcycle, a motorcycle's got 12 feet of a lane  
6 to weave within and if we were to follow the letter of that  
7 ruling, that would not be reason enough to stop that vehicle  
8 when, in fact, that could be a very impaired rider.

9           The follow up to that is, a comment someone made  
10 regarding police officers don't stop motorcyclists for drunk  
11 driving because the only thing they're going to hurt is  
12 themselves. I have never once heard that in 27 years from any  
13 police officer, from any department, that that was ever a  
14 factor in whether or not they were going to stop a motorcycle  
15 and I think that to suggest that would be, and I'm not saying  
16 anybody in this room did, to suggest that would be insulting to  
17 the police profession as a whole. Thank you.

18           MS. ROEBER: Thank you. One more question. We don't  
19 -- several of you have mentioned the different handling  
20 characteristics of a motorcycle might be a contributing factor  
21 to why you see alcohol impaired fatally injured motorcycle  
22 riders. If it comes out from the study that's going on right  
23 now, that perhaps there needs to be a lower BAC level for  
24 motorcycle riders just like there is for commercial vehicle  
25 drivers, what type of problems might that create for law

1 enforcement in -- you know, are you going to have cues that are  
2 going to allow you to have a reasonable suspicion and  
3 articulate that for your arrest?

4 MAJOR LONSDORF: All the same reasons. What are they  
5 going to use? I mean it wouldn't fix the problem. It's just  
6 not. It's a Band-Aid on a much bigger problem, and it's an easy  
7 thing to do but it would have little effect because it's hard  
8 to detect them now, and lower the BAC and what have you got?  
9 We still have a problem.

10 MS. ROEBER: Thank you. I'm going to turn it back to  
11 Mr. Collins.

12 MR. COLLINS: Thank you. Mr. Moreland, we're going  
13 to put you on the hot seat, too. Actually, no, I just have  
14 some questions. It shouldn't be too warm.

15 We've seen some things in the literature that seem to  
16 indicate that riders might have concern using a taxicab if they  
17 have been to an event and had something to drink or take  
18 advantage of some free ride programs. Have you seen that and  
19 if you have, can you comment to maybe some of the reasoning  
20 behind that? Why is there some resistance to taking a cab home  
21 and instead choosing to operate your motorcycle to go home?

22 MR. MORELAND: Good question. One that we don't have  
23 any statistical data on why people do that other than sort of  
24 anecdotal information we gathered through conversations. I can  
25 tell you that motorcyclists and their motorcycles is a very

1 different personal relationship than with an automobile.  
2 People hold that motorcycle dear. They take care of it  
3 themselves. They may work on their motorcycle and they don't  
4 work on their car. For whatever reason, I think that your  
5 assessment is correct. There are times when someone is less or  
6 is more reluctant rather to leave their motorcycle in a parking  
7 lot overnight for fear of it being stolen, for fear of it being  
8 vandalized, embarrassment, whatever the case may be. There are  
9 a couple of really successful programs out there around the  
10 country that encourage people to leave their bike or that they  
11 have a buddy take it home, or in some cases, we've seen  
12 suggestions for programs where in isolated case, specific bars  
13 or taverns, have a place where they would put the bike, lock it  
14 up, you know it's there and it's safe. There are other  
15 programs that have been successful where a number that the bar  
16 owner, tavern owner would know to call where a certified  
17 instructor or someone that a rider might trust to bring their  
18 bike home for them and then provide a ride, does work. So it's  
19 not in all cases that someone would refuse to leave their  
20 motorcycle. I think motorcyclists like anyone else are  
21 responsible and want to make sure that they get home in one  
22 piece as well as their motorcycle but I think there is probably  
23 some reluctance on the part of a motorcyclist to leave that  
24 bike in the middle of the parking lot.

25 MR. COLLINS: What sort of response are you seeing to

1 the educational programs from riders and what sort of feedback  
2 are you getting on how well the programs are meeting the  
3 riders' needs and what messages do they think are effective?

4 MR. MORELAND: Our surveys indicate a very nominal  
5 trend in a direction toward reinforcing our initial thoughts  
6 that impairment is a problem within the community and that  
7 people have to do something about it. We know that more is  
8 being done because in the last six or eight years, fully half  
9 of the states, whether it's through a SMRO, which is a State  
10 Motorcycle Rights Organization, AMA, the state government,  
11 somebody has put together a Ride Straight type program. It's  
12 being addressed from a grassroots level.

13 We know that programs like a national commercial  
14 don't work as well as peer to peer. If I'm riding with a  
15 friend, I've identified that he is beyond what I think is an  
16 acceptable limit or what he should be recognizing as an  
17 acceptable limit, I can say, give me your keys or you're not  
18 riding. That works a lot better than a national campaign. The  
19 more personal the approach, the better it works. To tell  
20 someone that they've passed legislation that we're going to  
21 increase the penalties for riding this way, while it may be a  
22 feel good piece of legislation, will it make it anymore likely  
23 that the state troopers in Wisconsin are going to catch this  
24 guy? Or will it make a bigger difference to prevent them from  
25 getting on the road in the first place, through sort of a peer-

1 to-peer interaction?

2 MR. COLLINS: And since you mentioned the survey, do  
3 you have any early indications from the 2006 survey with  
4 respect to alcohol that you might be willing to share with us  
5 today?

6 MR. MORELAND: I don't have the information tabulated  
7 from the 2006 survey. It's only been on the street for about a  
8 month. They're on our desks back in Ohio, but they're being  
9 tabulated right now. I can tell you some of the criteria that  
10 -- I can tell you the questions. I can tell you what the  
11 trends seem to be from 2002 to 2004, and that the circulation  
12 of the survey goes out to about 280,000 AMA members of which  
13 1,000 are randomly sampled, and then we get the results of  
14 those surveys.

15 One of the questions, how do you feel about the  
16 following statement? Drinking and riding is a major problem  
17 facing motorcyclists today. We're seeing that there is -- in  
18 2002, 77 percent of respondents agreed that drinking and riding  
19 is a major problem facing motorcyclists, and this rate  
20 increased marginally to 78 percent in the 2004 survey, and it  
21 appears that over the two year period, there was a small shift  
22 of those who disagreed to the position of either neutral or  
23 agreement. So people do believe that it's -- the recognition  
24 of the problem is greater, at different levels in the  
25 community.

1           And then questions like how often have you ridden  
2 within two hours of drinking any alcohol in the last 30 days?  
3 We don't have any 2006 data, which I think would be more  
4 indicative of actual thought on the street compared to 2004,  
5 because the course of the Ride Straight program nationally has  
6 been 2003 through 2006. And that hasn't jumped sharply.

7           We did ask the best method for reducing alcohol  
8 related crashes, and clearly there was an indication that there  
9 was low support for motorcycle rider transport and law  
10 enforcement strategies but resoundingly strong support for  
11 education, national motorcycle media articles, so reading it  
12 and then also motorcycle press, motorcycle specific press, and  
13 peer to peer intervention, training, was one of the listed  
14 remedies that received the strongest support.

15           MR. COLLINS: Dr. Price, I think that concludes our  
16 questions, and I'd like to turn it back to you and the Board.

17           DR. PRICE: Member Hersman, would you like to lead us  
18 off.

19           CHAIRWOMAN HERSMAN: Ms. Wigle, I was wondering if  
20 you could tell me about your August study on the alcohol, if  
21 the cohort included a representative sample of the age groups,  
22 and if you're looking at effect of alcohol on riders, and if  
23 there's a difference between older riders and younger riders.

24           MS. WIGLE: Honestly I remembered at the very  
25 beginning of the design, we were looking at different ages. I

1 don't know if that occurred. I'd have to get back to you on  
2 that.

3           And we don't have any of the results yet. So I don't  
4 know if there's a difference in the ages. It certainly, when  
5 you look at FARS data, alcohol is a much larger problem with  
6 the older riding group than the younger riders.

7           CHAIRWOMAN HERSMAN: And I think continuing to try to  
8 understand what the -- what's driving those numbers is of  
9 interest. If you would follow up with that information, we'd  
10 appreciate it.

11           You talked a little bit about the NAMS, and again  
12 this alcohol issue was one of the four urgent recs that came  
13 out of the names. Is there any way to measure if things have  
14 appreciably improved over the last six years or if they've  
15 gotten worse?

16           MS. WIGLE: Our measurements would be using the data  
17 that we collect or the surveys that Ed takes. I don't have any  
18 evidence that it's improved. Overall -- I should take that  
19 back. If you look at the proportion of motorcyclists, fatally  
20 injured motorcycle operators in crashes, it has reduced a bit,  
21 the alcohol impairment level, in the last five or six years.  
22 If you'll give me one second, I'll find you the numbers. As a  
23 proportion of all operators involved in fatal crashes, it's  
24 declined from 32 percent in 2000 to 27 percent in 2005. So  
25 there has been some decline.



1           Single vehicle alcohol involvement hasn't changed  
2 much if I remember correctly.

3           CHAIRWOMAN HERSMAN: Okay. Thank you. Mr. Moreland,  
4 I was reading about AMA's kind of traveling road show. I think  
5 you called that a member's tour that went to various locations  
6 and did kind of promotion for Ride Straight. I was wondering  
7 what kind of reception you all got at large events like Sturgis  
8 and Daytona, New Hampshire. Were you guys kind of booed and  
9 the geeks of the group or were people waiting in line to come  
10 see the Ride Straight display?

11           MR. MORELAND: Are you making specific reference to  
12 me being the geek in the booth? Because that may be true.

13           Actually universally wherever we've gone with the  
14 message of Ride Straight, it has been received positively. In  
15 fact, I was reading earlier today or rereading our report, our  
16 final report back to NHTSA, and we have yet to receive over the  
17 course of the campaign, one negative comment, and one, from any  
18 motorcyclist. Those locations in particular, Daytona, Sturgis,  
19 Livonia, while it may not be intuitive to think that the  
20 message may be well received there, I think that perhaps those  
21 locations are most aware of the problem, and welcome any type  
22 of remedy that we may be able to offer.

23           Now this members tour truck that we had was a semi,  
24 an 18-wheeler, I mean large tractor-trailer, and emblazoned on  
25 the side of the trailer logos for Ride Straight. We reached

1 between that, those outdoor events and the international  
2 motorcycle shows, 12 total events that we took that truck to.  
3 We were able to reach an audience of well over 2 million  
4 motorcyclists, and so it proved to be a very effective tour.

5 CHAIRWOMAN HERSMAN: Are there certain, and I think  
6 Mr. Collins asked you this question. I know that there are  
7 certain messages that seem to be more appealing to  
8 motorcyclists. Someone told me about a billboard at Sturgis  
9 that had a picture of a beautiful bike and it said you wouldn't  
10 want to see her damaged or hurt, you know, don't drink and ride  
11 or something like that. Have you all tested certain messages  
12 to see what's more effective to the riding community?

13 MR. MORELAND: Well, I can tell you this. The  
14 typical rider doesn't like to have a finger wagging in his  
15 face, and to assume either in a conversation or in a media  
16 campaign that that rider is doing something wrong, simply  
17 through their association of owning and operating a motorcycle,  
18 will not get you anywhere. Approaches peer to peer, real world  
19 approaches, seem to work very well.

20 One of my favorite initiatives, and I think is a  
21 prime example of how humor sort of transcends, the tragedy of  
22 the issue, and help people understand and get their mind around  
23 it, while doing it through media that involves humor, is this  
24 ad from Minnesota, that you can see says, you drink, you ride,  
25 you crash, you die, your brother-in-law gets your bike.

1 Bummer. Because no one wants to give their bike away, and if  
2 you saw the image of the guy on the bike, you certainly want  
3 him riding your bike around. So that's an effective means of  
4 using a tool that reaches your audience. Understanding your  
5 audience is more than just a bunch of people sitting around a  
6 table deciding on an ad campaign.

7 CHAIRWOMAN HERSMAN: Thank you very much.

8 DR. ELLINGSTAD: Thanks. We'll try not to appear to  
9 pick on anybody particularly but, Mr. Moreland, following on  
10 with that question.

11 MR. MORELAND: Let's pick on Diane.

12 DR. ELLINGSTAD: I'll get to her in a little bit.  
13 Have there been any -- have your evaluations of the Ride  
14 Straight campaign been formalized? Are you doing some specific  
15 things to try to examine behavioral changes or the reach of the  
16 campaign?

17 MR. MORELAND: You know, the most difficult part of  
18 the Ride Straight campaign has been establishing a set of  
19 metrics that allowed us to measure the success of the campaign,  
20 and the things that we are left to measure seem to be the  
21 number of times that the ads are run, the number of times that  
22 a print media picks up the ad, even now after the campaign is  
23 officially closed from a partnership standpoint. We've seen  
24 some nominal decrease in alcohol related fatality, but those  
25 things remain to be as the biggest challenge, and we're still

1 looking for an effective means of measuring the campaign.

2 We know that again a lot of motorcycle organizations  
3 either at the state level or federally, have picked up our  
4 campaign and helped distribute it. Some have developed their  
5 own campaigns, and I think the issue itself has proliferated  
6 and people are aware of it and doing maybe not in all cases as  
7 much as they can, but they recognize the issue and the need for  
8 doing something.

9 So I think that alone is indicative of how important  
10 the issue is to the community.

11 DR. ELLINGSTAD: We also had a question here about  
12 how many hits your website gets a day?

13 MR. MORELAND: Our AMA website or the Ride Straight?

14 DR. ELLINGSTAD: Right Straight.

15 MR. MORELAND: I don't think I know off the top of my  
16 head. I can get that number for you though.

17 DR. ELLINGSTAD: Okay. Turning to a slightly  
18 different issue, there are a number of questions here having to  
19 do with basically the discouragement of drinking at various  
20 kinds of events, and there's like two or three questions that  
21 have basically observed that AMA sponsors a whole variety of  
22 different kinds of events. The question is do they serve  
23 alcohol and does AMA have some posture to discourage that or to  
24 mitigate that kind of behavior at the event?

25 MR. MORELAND: The part of your question that I can

1 answer most directly is the type of event that I have the most  
2 involvement with, which is government relations type events.  
3 We no longer serve alcohol at any of our government relations  
4 gatherings where motorcyclists have attended, and that's not --  
5 I'm not saying that's six people sitting around a table. I'm  
6 saying in some cases that is a couple of hundred people that  
7 gather for that meeting.

8 AMA sanctions a number of activities around the  
9 country, not all of which we have control over, as far as  
10 promotion and the vendors that are at those events. So to  
11 those, those activities, I can't speak to directly, but the GRD  
12 activities, we don't provide alcohol at our events.

13 DR. ELLINGSTAD: Okay. And a question here as to  
14 whether AMA has played a role or provided support for the crash  
15 causation study?

16 MR. MORELAND: Yes, we have actually, and I would  
17 like to encourage all the members of the audience, whether  
18 through personal means or corporate means to help us fund that  
19 study. AMA was the chief organization that brought the crash  
20 study to Congress, to include it in the latest transportation  
21 bill.

22 In addition to that, we'll be providing some  
23 financial support as well. That has yet to be voted on by the  
24 Board, but it will be a significant contribution, and we  
25 encourage that the motorcycle industry and organizations

1 contribute to that as well because it's not enough to say that  
2 we think the crash study is a great idea. We're happy that  
3 it's finally here. We have to as a community come together and  
4 make sure we do our part to make sure that it happens.

5 DR. ELLINGSTAD: Okay. Thank you. Major Lonsdorf,  
6 there's a couple of questions here having to do with  
7 enforcement procedures and the recognition of the difficulty of  
8 identifying these kinds of behaviors on the road. Has there  
9 been any thought or discussion to using more general kinds of  
10 nets, like a random breath testing or these kinds of activities  
11 as an enforcement strategy?

12 MAJOR LONSDORF: No, nothing related to random breath  
13 tests, and certainly roadblocks, roadblocks are extremely  
14 effective but there are 11 states that can use those and  
15 Wisconsin is one of them. That I think, above and beyond  
16 anything you can do in saturation patrols or targeting  
17 enforcement patrols, that operation alone is much more  
18 effective than I think anything else, especially when it comes  
19 to motorcycles because they are a hard one to pin down.

20 Like I said earlier, if you can go to their events,  
21 versus just doing a shotgun approach to everything, and a  
22 roadblock brings them to you versus you out looking for them.  
23 I think that's a much more effective way, but again, some  
24 states can't use them.

25 DR. ELLINGSTAD: You'd like to be able to.

1 MAJOR LONSDORF: I may bite my tongue on that one  
2 because it's a hot political topic in my state right now, and I  
3 like my job.

4 DR. ELLINGSTAD: Okay. To follow up, just to clarify  
5 some of the Wisconsin statistics, you indicated that your  
6 motorcycle deaths and accidents were down. Could you talk  
7 about that in relationship both to the helmet law status in  
8 Wisconsin and the role of drinking which you also said was  
9 still very high in terms of a proportion of fatal motorcycle  
10 accidents?

11 MAJOR LONSDORF: Sure. We have no helmet law in the  
12 State of Wisconsin. It was repealed in the seventies, Ron. In  
13 the seventies, and it has not come up. It has not got anywhere  
14 close, and as the Highway Safety Director, we would be very  
15 interested in primary enforcement of the seatbelt law that  
16 we've had for 19 years and we still only get 3 out of every 4  
17 that put on their seatbelt, and we would really focus on that,  
18 and try and get somewhere with that before we would consider  
19 anything related to helmets and we're asking for help to make  
20 that happen.

21 Your question, if I understood it correctly, the  
22 relationship between non-helmet use and alcohol is very strong.  
23 I didn't bring those statistics with me, but we do have them,  
24 and I believe it's somewhere in the neighborhood of 75 to 80  
25 percent of fatal crashes were alcohol involved were helmetless,

1 and which is down -- excuse me -- higher than what it is across  
2 the board. It's still very high in our fatal crashes. In the  
3 neighborhood of 70 to 75 percent of all of our fatal crashes  
4 are helmetless but it goes higher when alcohol is involved.

5 DR. ELLINGSTAD: Are you also running into the  
6 problem that we observed yesterday with respect to the bogus  
7 helmets or the non-certified helmets?

8 MAJOR LONSDORF: Not really our state. I think  
9 that's a bigger problem in states that have a helmet law where  
10 they're using these to try and get by. We see a few of them.  
11 Ron and I talked about this at lunch, and there are only a few  
12 that we see, and they don't have to wear it at all. So we  
13 really don't, we don't deal with it. We don't see it, and to  
14 my knowledge, I've never heard of one involved in a crash where  
15 someone had one of those on and died of a head injury, not  
16 specifically in Wisconsin anyway.

17 DR. ELLINGSTAD: Okay. Here is another one. What  
18 percentage of the motorcycle fatalities was there a test for  
19 impairment? I assume you're testing all fatalities?

20 MAJOR LONSDORF: Absolutely, yes. Well, there are  
21 some exceptions I think that will fall through the cracks, and  
22 Wisconsin is one of the highest percentages in the country when  
23 it comes to testing impaired riders, especially fatally  
24 injured. We have a statute that requires it in all fatal  
25 injury crashes where the driver that is deceased is tested, and



1 then there's a small percentage of those that survive that are  
2 tested, and -- but it's in the 90 percent range in Wisconsin.  
3 So it's very high.

4 DR. ELLINGSTAD: Thank you. Not to neglect NHTSA  
5 but, Diane, here's a difficult question for you. What about  
6 developing a motorcycle equipped with crash bars to protect the  
7 motorcycle that people can put on the fatal vision goggles and  
8 ride giving them as close to a real life drunken riding  
9 experience as possible? Does NHTSA have a position on that?

10 MS. WIGLE: NHTSA doesn't have any plans to do that.  
11 Fatal vision goggles are part of the Ride Straight campaign or  
12 curriculum that comes from MSF. When you purchase that, you do  
13 get a set of fatal vision goggles.

14 DR. ELLINGSTAD: But on a more serious note, with  
15 respect to that kind of measurement, in the study that you  
16 described, that's being conducted or that the testing has been  
17 done, could you talk a little bit about the riding test  
18 circumstances?

19 MS. WIGLE: I can do this to the best of my memory.

20 DR. ELLINGSTAD: To the best of your memory will be  
21 fine.

22 MS. WIGLE: If I remember right, they're using the  
23 MSF curriculum course, but they're emphasizing stopping on a  
24 curve, swerving and what was the other one? I believe it's  
25 braking. Excuse me while I look. Yes. Swerve, curve,

1 stopping and balance.

2 DR. ELLINGSTAD: Are there any extraordinary measures  
3 being taken, training wheels or anything?

4 MS. WIGLE: Yes, there are in essence outriggers on  
5 the motorcycle --

6 DR. ELLINGSTAD: Okay.

7 MS. WIGLE: -- and there was a button operated by  
8 someone off the motorcycle that actually could stop the  
9 motorcycle if something occurred and it left without the rider.  
10 I remember part, thinking, well, that was smart. Yes, but  
11 there were outriggers.

12 DR. ELLINGSTAD: I wonder how that might have gotten  
13 by a human subjects committee?

14 MS. WIGLE: It passed the -human subjects committee  
15 believe me, we wouldn't do it if it didn't pass.

16 DR. ELLINGSTAD: There's a variety of questions that  
17 sort of invoke European experiences particularly with respect  
18 to BAC limits and one of which says legal limit in the European  
19 Union is .05, and then another more general question about  
20 further studies from Europe that are available that speak to  
21 this issue of levels of alcohol involvement and riding  
22 accidents.

23 MS. WIGLE: I don't know any that are in motorcycle  
24 operation. Car operation, absolutely. And there are lower BAC  
25 limits in most European countries for everyone regardless of

1 the vehicle, but I don't know of any specific to motorcycles.

2 DR. ELLINGSTAD: Dr. Brick, the discussions that you  
3 had with respect to impairments and lower BAC levels, now this  
4 was -- was this a psychomotor kinds of tests situations?

5 DR. BRICK: Those conclusions come from two bodies of  
6 research. One, empirical laboratory studies testing, divided  
7 attention and related tasks at very low blood alcohol  
8 concentrations, and secondly taking or building upon those  
9 results and looking at field data particularly the work of  
10 Zador and colleagues, in which he looked at age and gender and  
11 blood alcohol concentration, and relative risk for a fatal  
12 crash, and showed that contrary to several decades of good  
13 research on that relationship, now found that at significantly  
14 lower blood alcohol levels than we previously believed, there  
15 was a very significant increase per relative risk, just to give  
16 you two numeric examples of that. Previous studies that did  
17 not slice the data the same way, found that at blood alcohol  
18 levels of .06 percent, that the relative risk for a fatal crash  
19 was approximately double. If you look at the more recent data,  
20 it's several times, four or five or six times greater at the  
21 same blood alcohol concentration. And for younger drivers,  
22 underage at least motor vehicle operators, at around the  
23 current legal definition, that risk is several hundred times  
24 greater. So the data come from laboratory studies and from  
25 epidemiological field data looking at actual accidents caused

1 by alcohol impaired drivers.

2 DR. ELLINGSTAD: One final question to any of you who  
3 have the knowledge to answer it. Is there any difference with  
4 respect to alcohol use observed whether it's accidents or use  
5 of the bikes between the various kinds of motorcycles,  
6 cruisers, sport bikes, touring bikes, et cetera, either in an  
7 applied situation, in enforcement in Wisconsin or with respect  
8 to --

9 MR. MORELAND: I think that's something that we would  
10 look to possibly cull from the crash data, the new study. I  
11 don't have anything other than, you know, a guess to answer  
12 that question.

13 MAJOR LONSDORF: And we do that analysis, at least in  
14 the fatal crashes in Wisconsin, and we do break it down by the  
15 type of bike, but I caution it because I think it's based  
16 somewhat on how many you have. Wisconsin, of course, is the  
17 home to Harley-Davidson, is an extremely popular motorcycle in  
18 that state, and it is the highest grouping, highest number of  
19 alcohol related crashes over any of the other models, but again  
20 I think it's probably a very popular model, and so we'd have to  
21 really do more analysis on those numbers to see if the  
22 percentage is greater than any of the other ones.

23 DR. ELLINGSTAD: Okay. Ms. Wigle, any NHTSA  
24 information?

25 MS. WIGLE: I believe that FARS data can tell you

1 models and fatalities, but again, that is true, police crash  
2 reports and depending if the police officer knows the  
3 difference between the types of motorcycles but we can  
4 certainly do that run and let you know.

5 DR. ELLINGSTAD: Okay. Thank you.

6 CHAIRWOMAN HERSMAN: It's 3:11. We'll take a break,  
7 and come back at 3:20, for our final panel, future directions  
8 for motorcycling. Thank you all very much.

9 (Off the record.)

10 (On the record.)

11 CHAIRWOMAN HERSMAN: We're reconvened for the final  
12 panel of the forum. Dr. Price, would you please introduce the  
13 panelists.

14 DR. PRICE: I'd like to thank everybody for sticking  
15 with us to the end. We appreciate that, and also I'd like to  
16 introduce our panelists for our final panel on future  
17 directions. Ms. Marilena Amoni from the National Highway  
18 Traffic Safety Administration, Mr. Ed Moreland from the  
19 American Motorcyclist Association, Mr. Tim Buche from the  
20 Motorcycle Safety Foundation, and Colonel Jim Champagne from  
21 the Governors Highway Safety Association. Thank you for  
22 joining us. Member Hersman.

23 CHAIRWOMAN HERSMAN: For this last panel, they won't  
24 be presenting. We're going to ask them a few questions and  
25 they're going to talk about the future direction. So if you

1 all could write down any questions you have, we will definitely  
2 be collecting questions from the audience. We don't have a  
3 Tech Panel from the NTSB.

4 So I'll begin by asking three questions that the NTSB  
5 has for our four panelists. The first one is based on what  
6 we've heard, these past two days, what do you see as the most  
7 important issues affecting motorcycle safety?

8 The second one is, what efforts do you think will be  
9 the most effective in reducing the numbers of motorcycle  
10 accidents and fatalities?

11 And the third question is, what changes should be  
12 made in the coming years to promote these efforts?

13 And if we could begin with Ms. Amoni, and we'll work  
14 our way down the panel, and you all can offer your response.  
15 Thank you.

16 MS. AMONI: And you prefer we answer just one  
17 question at a time, correct?

18 CHAIRWOMAN HERSMAN: No, it's okay. You can go ahead  
19 and give your responses.

20 MS. AMONI: To all of them?

21 CHAIRWOMAN HERSMAN: Yes.

22 MS. AMONI: Okay. Over the past two days, there's  
23 been a lot of excitement and enthusiasm about the attention to  
24 the issue within the motorcycle community, and that's from all  
25 of us. And what we've heard is snippets of a comprehensive

1 strategy that affects everything from crash prevention and  
2 avoidance to injury prevention and control need to be done. It  
3 isn't one single issue. There's literally no silver bullet in  
4 this area. It's a very complex area.

5           That requires a very comprehensive and active  
6 participation by all parties involved in motorcycle safety, and  
7 I have to say, prior to the NAMS work that was done, which was  
8 one of the first forums that brought the riding community, the  
9 manufacturers, the Highway Safety community, and many others  
10 together, tried to put our arms around what was happening in  
11 motorcycle safety. Instead, it's just a helmet issue or it's a  
12 licensing issue or it's an education issue, and that strategy  
13 is starting to take hold now and is one that needs to continue  
14 to be fostered and promoted, and we're starting to see some of  
15 the fruits of that happen right now. Even the presentation  
16 that Ed just made, a lot of collaboration with the government,  
17 and I've got to tell you, 10, 15 years ago, that wasn't  
18 happening. So that's a very positive thing.

19           Regarding the rider, impaired riding clearly is a  
20 very serious issue and one that needs to have increased  
21 attention and increased enforcement. Impaired driving and  
22 impaired riding are not that different. The rider is making a  
23 known action to drink and ride, and there are laws governing  
24 that action in the United States, and we need to make sure  
25 we're not excluding them but including them in what we do. And

1 I mean we, being the entire Highway Safety community.

2           Helmet use and helmet laws, in the event that there  
3 is a crash, protection of the head and the brain is a very  
4 critical area, a very sensitive area that does not reconstruct  
5 and doesn't regenerate in any way, shape or form. So it's very  
6 important that head protection and the laws governing that  
7 practice have an option, and the evidence of that be made  
8 available to policy makers.

9           Training, very important, beginner training, novice  
10 training, but clearly advanced rider training is very important  
11 as well, and we continue to work in that area as well.

12           Licensing, we know we've got a big problem. We heard  
13 some very important strategies here but to make sure that we're  
14 really linking what is happening in the licensing area, and why  
15 are so many riders improperly licensed who are involved in  
16 fatal crashes.

17           And conspicuity, very important in the rider area, to  
18 look at the rider area, to look at the rider in the vehicle  
19 conspicuity issues, and that affects protective gear as well as  
20 the clothing that is worn by the motorcyclist should have  
21 protective and reflective materials used as well.

22           The motorcycle itself, the vehicle, advanced  
23 technology; very exciting things are going on. There's a lot  
24 more work that needs to be done. I'm very encouraged to hear  
25 what the industry is starting to do, looking at ITS



1 technologies and what could be applied not only to the  
2 automobile but also clearly to the motorcycle and how the two  
3 vehicles should and could be communicating with one another  
4 giving the driver and the rider a lot of information.

5           We're looking at crash avoidance technologies for  
6 motorcyclists. I think that's very encouraging, and clearly  
7 braking systems, it's very important to enhance how bikes  
8 handle and how motorists need to look at what's happening to  
9 the motorcycle.

10           The fundamental nature of motorcycles, the advanced  
11 technologies, is something we have to look at but that does  
12 hold limited promise. We know a lot more in the area of four-  
13 wheeled vehicles, not as much in two wheeled. So we can over  
14 obligate and over commit in that area in advanced technology.

15           Motorist awareness, we've done quite a bit recently.  
16 There needs to be even a lot more. Clearly the handling and  
17 just the sheer number of more bikes that are on the road, to  
18 make motorists aware, not just in public information campaigns,  
19 but much more aggressively, not only the sheer number of bikes  
20 but how they handle and how they handle in traffic.

21           Roadway issues, better exposure data, we talked quite  
22 a bit about that with VMT, and improvements clearly in roadway  
23 hardware. There's an advisory committee that's about to start  
24 in the Federal Highway Administration, and there should be a  
25 lot of feedback coming back into the department that way.

1           The collection of data is very important, and we  
2 heard from our data center staff, we will continue to do  
3 special studies and looking at who's involved in crashes and  
4 what are we learning about that. That has helped us sort of  
5 isolate that vehicle in the crash pictures, instead of just  
6 looking at all the vehicles. It's very important that NHTSA  
7 continue to do that in all the vehicles involved in crashes. I  
8 can only point to the work we did with SUVs, in looking at  
9 rollovers. Some vehicles have propensities to handle very  
10 differently in crashes. So we will continue to do that through  
11 our data center.

12           The crash causation study that's being launched  
13 within the Federal Highway Administration, a very significant  
14 piece of work, that everyone in the riding community agrees  
15 needs to be done and is long overdue. That will now start to  
16 tell us why things are happening. We know who's crashing, but  
17 we don't know why they're crashing. So that level of work is  
18 very exciting, but that will take a few years to get that  
19 information in.

20           Most effective in reducing the numbers of accidents  
21 and fatalities, I have to tell you the word accidents sort of  
22 sticks in the NHTSA staff throat, we don't call it that, but  
23 out of deference to the NTSB, we'll continue on that. Clearly  
24 looking at problem identification and evaluating the  
25 effectiveness of all countermeasures is very important.

1           One of the critical things that we're doing is  
2 looking at crash prevention, riding training, licensing and  
3 motorist awareness. One thing that I've pushed extensively  
4 since I've been the head of the program, and that has been  
5 encouraging staff to attend and participate in rider-training  
6 programs, and go through licensing if possible. The gentleman  
7 who taught me how to ride, and got me through my experience, I  
8 did the same thing you did, Debbie, I'm basically licensed to  
9 ride in the parking lot, a very dangerous place to be, but it's  
10 very, very important to learn all aspects of what it is to be  
11 on a bike, and to encourage staff, and there are a number of  
12 licensed riders in NHTSA, to encourage staff who are involved  
13 in this program and others in the agency involved in motorcycle  
14 safety, to go through the rider-training, get licenses and  
15 encourage them to ride. It is clearly fun and should be a safe  
16 riding experience for them.

17           The other aspect has been a more comprehensive look  
18 that we should open up the doors, that we should be working  
19 more closely together and the NAMS process has helped us do  
20 that.

21           And lastly has been the integration of motorcycle  
22 safety in all aspects of highway safety. It should not be a  
23 standalone activity. It needs to be integrated in everything  
24 else we're doing in highway safety. For example, in the most  
25 recent impaired driving activity we've been doing, we now have

1 a modification where we include motorcycles, make sure it's not  
2 just impaired driving, it's impaired riding. And if you looked  
3 at the ads in the campaign, the campaign that we just finished  
4 this Labor Day, drunk driving over the limit under arrest, we  
5 didn't single that motorcyclist, it was totally integrated into  
6 the entire campaign.

7 So everything from our law enforcement training to  
8 our public awareness is the integration of motorcycling into  
9 work that we're doing. So we're very encouraged about that.

10 Increasing the efficiency of law enforcement and  
11 standardized field sobriety testing, especially with the  
12 motorcycle cues, very important, and we've got a new push to do  
13 that again, and we'll make sure that that happens.

14 Technology, combine-braking systems, ABS, to prevent  
15 rear wheel lock up. It's very important that we continue to  
16 look at all aspects of braking and the work that we're doing.

17 Lighting and conspicuity, we're soon going to be  
18 releasing a study we conducted on how motorcycle conspicuity  
19 treatments affect the driver's perception of gap acceptance,  
20 everything from the smile to the line, and just see how that's  
21 being done. That release should be out shortly.

22 And clearly the enforcement of impaired riding laws.  
23 No different than impaired driving laws.

24 Injury mitigation, two very important things, clearly  
25 the increases of voluntary helmet use as well as the reduction

1 of non-compliant helmets. It's very important that we do that,  
2 and also need an area of emergency medical services, making  
3 sure there's prompt response, identification and location of  
4 injured motorcyclists, when half of the crashes are single  
5 vehicle, perhaps in a rural area on a weekend, discovery is a  
6 very important issue. So we've been working with the emergency  
7 medical service providers about identification and treatment at  
8 the scene, and we've been working with the riding community  
9 about if there's an injured motorcyclist, what you should do or  
10 should not do, including the removal or non-removal of  
11 motorcycle helmets. So we're looking at all aspects of  
12 protecting the environment in which a motorcyclist is riding.

13 Over the next three to five years, probably the most  
14 important thing that we're going to have, we've got two or  
15 three very critical things going on, one of them is clearly the  
16 crash causation study, which you heard about. The findings  
17 from that won't be in completely in three to five years, but we  
18 will start to have some indication of what is happening, and  
19 that is information we will use immediately within the agency.

20 We have a grant program under SAFETEA-LU, Section  
21 2010, that over the course of the authorization which is four  
22 years is \$25 million, and that can be used for a number of  
23 things, most importantly is motorist awareness, rider-training  
24 and that kind of activity. The first of those grants will be  
25 going out this month. That will be \$6 million that the states

1 have asked us to, and we're very excited about the first of  
2 that money going out. This is in addition to Section 402 or  
3 other resources the state has available.

4 Another aspect of SAFETEA-LU, which I think is an  
5 exciting opportunity, is the Strategic Highway Planning  
6 process, that allows the state and all the stakeholders in the  
7 state to identify what are the most pressing safety problems in  
8 that state, and there is no reason why in several states,  
9 motorcycle fatalities and crashes are very, very high problem,  
10 that that is not an issue that the entire Highway Safety  
11 community couldn't and shouldn't be addressing in that process  
12 as well.

13 Promoting the effectiveness -- oh, clearly  
14 reauthorization again, even though we have a four year bill  
15 which is very unusual, we usually have a six year bill, all of  
16 this will start feeding into what's working and all the  
17 research that Diane and others on our staff have been talking  
18 about, we will start putting together very shortly what we  
19 believe might be the framework for another reauthorization  
20 bill. Do the states have the resources they need? Do they  
21 have the authorities? Do we? And we've seen the effectiveness  
22 of the community when it comes together on the crash causation  
23 study, and we appreciate that in the government. That's very  
24 important work to be done. And we'll see how effective the  
25 grant program is, should there be some changes or modifications

1 or expansion to that.

2 So those are sort of very short term in the next  
3 three to five years. We have quite a bit of research coming  
4 off line, and I'll stop at that.

5 CHAIRWOMAN HERSMAN: Thank you. Mr. Moreland.

6 MR. MORELAND: The short answer is sort of what she  
7 said. And you probably done have an appreciation of how  
8 remarkable that my statement is, given the fact that we  
9 disagree so often.

10 Some of the things that we believe are essential in  
11 the short term are again reducing alcohol related crashes, and  
12 anything that we can do either through partnership within the  
13 motorcycle community or with the government to help us do that  
14 is crucial. If we were to take those 40 percent of fatalities  
15 off the top, simply through rider modification of behavior, we  
16 would go a long way to reducing those numbers for a very long  
17 time.

18 We'd like to increase training opportunities for  
19 novice and re-entrant riders in every state by providing  
20 additional federal grants for instructors, facilities and  
21 training programs, including carrying this grant forward that  
22 allows now the purchase of bikes and rental of facilities.

23 Increasing motorcycle awareness campaigns through  
24 PSAs and other materials, to ride smart and drive smart,  
25 increasing motorcycle awareness among new drivers through in-

1 school programs in driver's ed programs offered by  
2 organizations like ABATE of Illinois and ABATE of Pennsylvania.  
3 What these programs do is take it into the high schools, and  
4 when you receive your driver's education training, there's a  
5 portion of the curriculum that's set aside to increase driver  
6 recognition and awareness of motorcycles and those that they  
7 share the road with.

8           We'd like to increase the motorcycle awareness by  
9 mandating it in all driver programs. These are -- now some of  
10 the things that I think are more esoteric and things that we  
11 have to consider as they emerge are things like keeping in  
12 perspective the long term impacts that issues like conspicuity  
13 could have, and asking the right questions. Because  
14 conspicuity, there's two sides to the argument. Some have  
15 asserted that increasing the conspicuity through DRLs of cars  
16 may reduce the conspicuity of motorcycles. Conversely, some  
17 have argued that if cars have their lights on, then motorcycles  
18 have an opportunity to see cars, and thereby avoid the  
19 collision that way. I want to make sure we ask the right  
20 questions.

21           Additionally, ITS and technology, where used  
22 appropriately, can help save lives. Where used inappropriately  
23 could jeopardize lives. I think one example that stands out to  
24 me is the use of a collision avoidance system in an automobile.  
25 If as a driver you become used to a light or a sound telling



1 you that something is near your automobile, and you become so  
2 used to that, that you no longer look over your shoulders, you  
3 are going to run into somebody, and we hope that that's not a  
4 motorcyclist, we hope that it's not a car driver either, but  
5 we're here to represent motorcyclists.

6           We'd like to see, I think the future of motorcycling  
7 has to increase licensing of motorcyclists which goes hand in  
8 hand with training, but people have to have the training, they  
9 have to have the licensing, they have to be endorsed, in order  
10 to operate the vehicle safely.

11           We have to understand and incorporate the information  
12 gained from the crash study. We have to start making plans for  
13 another crash study. The last one was 30 years ago. By the  
14 time we receive the results of this one, it will be a 35 year  
15 gap between them. It may not be in the next highway  
16 authorization bill. We certainly make plans to put it in  
17 perhaps the one following that.

18           We have to revisit and re-evaluate opportunities for  
19 peer-to-peer training and increase recognition, acceptance of  
20 the concerted effort by the entire motorcycle community to work  
21 together on an issue, to set priorities for ourselves, work  
22 hand in hand with the government agencies, whether it's through  
23 funding, or through suggestions or recommendations, to arrive  
24 at that place that allows motorcyclists to co-exist more  
25 peacefully with fewer crashes in the overall traffic mix,

1 because I anticipate Tim's comments will cover the fact that  
2 motorcycle sales have increased every year for well over a  
3 decade. There are going to continue to be more motorcycles,  
4 more motorcyclists on the roads, and whether it's through  
5 leisure, whether it is through necessity because of gas prices  
6 or the cost of vehicles, there are going to be more of them.  
7 We are going to have to deal with it. We should be encouraging  
8 the use of motorcycles which brings me to one of my last  
9 points, which is that the government, we would look to the help  
10 of local, state and federal officials help us encourage the use  
11 of motorcycles for various reasons and help to give people  
12 incentives to use them, whether it's through parking or tolling  
13 or continued access to HOV lanes, that encourages people to use  
14 this mode of transportation.

15           So we have many challenges in front of us. I'm  
16 looking forward to more motorcycles being used, more  
17 motorcyclists riding safely, and whatever we can do as an  
18 organization or within the community to help keep people safe.

19           CHAIRWOMAN HERSMAN: Thank you. Mr. Buche.

20           MR. BUCHE: Thank you. Board Member Hersman and  
21 other Board Members, NTSB Staff, thank you so much for this  
22 opportunity to speak on behalf of the future directions in  
23 motorcycle safety. It's our pleasure to be here.

24           It's MSF's hope that along with other suggestions  
25 made over the past two days; the recommendations set forth in

1 these comments will provide a roadmap for the future of  
2 motorcycle safety initiatives, efforts and funding.

3 I'd like to use my time here today to offer action in  
4 areas that MSF views to be most in need of attention. It's  
5 important to note that MSF has been set aside by industry,  
6 given the resources to develop world class training programs  
7 and to take care of our fellow riders, those companies'  
8 customers. MSF deals with the human element. We deal with the  
9 rider. We also deal with the riding environment which includes  
10 both infrastructure and roadway users. Remember, it's not  
11 about the bike.

12 We recognize the value of our training. Brett  
13 Robinson did a great job in mentioning that one of the values  
14 is that people become better car drivers by taking a MSF basic  
15 rider course. We also recognize that of the 8,000 rider  
16 coaches, certified by MSF, many of those bring their children  
17 and grandchildren through the course, whether they plan to ride  
18 or not because of the quality of the training developed. So  
19 again, there are multiple values.

20 Certainly a value of training has been that some  
21 people take the course and decide riding is not right for them.  
22 That was the case with the gentleman at NHTSA that almost went  
23 to buy the bike first, but took the course and made a decision  
24 that maybe it wasn't right for him at this time. This is  
25 certainly an industry that would gladly give up a sale to avoid

1 a statistic.

2 I have about six points. One, all federal agencies  
3 and entities with an interest in motorcycle safety should  
4 endorse and promote rider education and training, and I would  
5 call our RETS, the MSF Rider Education and Training System  
6 particularly, because of the over 50 members with advanced  
7 degrees, subject matter expertise and hundreds of other  
8 stakeholders that contribute to its development, and now  
9 contribute to its further process improvement and changes to  
10 remain current and best service riders.

11 The concept of safety renewal recognizes that a rider  
12 should be exposed to multiple learning experiences about safe  
13 riding techniques and personal responsibility. These will  
14 change in attitude and lead to change in behavior.

15 Exposure to a variety of learning experiences over  
16 time should increase the likelihood of a rider mastering the  
17 various cognitive and motor skills necessary for crash  
18 prevention. Renewal training also periodically reminds the  
19 rider of salient safety issues, which should increase the level  
20 of safety awareness, risk assessment and risk management. The  
21 need for safety renewal is clear, but a project that both MSF  
22 and NHTSA are funding, called the Discovery Project, will seek  
23 to measure both the intermediate as well as overall outcomes of  
24 repeated exposure to safety training against a control group  
25 who will make different decisions in their riding and their

1 training.

2 Fatalities and other crashes continue to occur across  
3 the spectrum of age and experience of the rider population, and  
4 it's important to recognize that our training system addresses  
5 so many of those specialized needs, that others from MSF have  
6 culled out. We recognize that the growth and the number of re-  
7 entry and older riders create a need for specialized and  
8 incremental educational opportunities. Incorporating safety  
9 renewal is part of a national comprehensive rider education and  
10 training system is imperative.

11 Several standalone yet interrelated courses and  
12 modules offer learning opportunities for the wide variety or  
13 riders over time. In forward, we'll look for other  
14 distribution channels, delivery channels and incentives to  
15 encourage that safety renewal.

16 The RETS Foundation consists of research based field  
17 test and curricula, developed by experts diverse in disciplines  
18 and using certified instructors, rider coaches we call them,  
19 and rider coach trainers, a myriad of professional development  
20 and quality assurance programs.

21 The U.S. Department of Defense has shown leadership  
22 by mandating the use of RETS curricula worldwide and is  
23 required by all those riding a motorcycle on military branches,  
24 around the world and through all branches of the service.

25 Remember, we've had four iterations of our training

1 program, and we continue to improve it, and we thank the rider  
2 coaches for their continued input and participation in pilot  
3 testing, field-testing and research.

4           A second point is that 62 percent of riders report  
5 that they've never taken a training course. Riders also report  
6 long wait times. Furthermore, states often report that they  
7 cover in the range of 40 to 70 percent of demand. I think one  
8 thing we have to recognize is demand is typically measured by  
9 those people who call for training. I would call out that  
10 there might be a difference between need and demand. You heard  
11 Dr. Williams from her research talk about the fact that people  
12 who hadn't taken training but had been riding a long time feel  
13 they don't need it. They're good enough. Certainly we  
14 recognize from our insurance industry perspective mentioned  
15 earlier, that untrained riders are over represented.

16           While MSF is proud of the 3.5 million or so riders  
17 who have taken training since MSF was founded in 1973, as Pat  
18 Murphy mentioned, the MIC data shows that 16 million people  
19 rode a motorcycle in 2003. So 3.5 trained, 16 million in 2003  
20 have ridden.

21           Reciprocity is perhaps the way to increase capacity,  
22 reduce wait times for the novice training. Trained riders will  
23 not need to take multiple courses in different jurisdictions to  
24 meet training requirements in a particular state or to obtain  
25 license through that local DMV, and new riders could seek open

1 seats in nearby states when they exist. Reciprocity is  
2 possible with the national standards provided by a uniform core  
3 curriculum, a certification of professional development and  
4 quality assurance program and a recognizable and secure  
5 certificate of completion.

6           The benefits and advantages of reciprocity to riders  
7 and perspective riders must take precedence over the desire of  
8 states to train their riders their own way. Again, the  
9 Department of Defense has shown leadership in this regard, and  
10 we have been happy to work with them around the world.

11           The experienced license waiver course, riders are  
12 taking the basic course for the sole purpose of getting their  
13 endorsement, and as they do that, they're in a 15 plus hour  
14 course that they may not need all of. The waiver program  
15 through the experienced rider course suite cuts that time to  
16 about five or six hours. Certainly, they first have to show  
17 basic competency, test in if you will, but this has the great  
18 opportunity of opening up space in the basic or novice course.

19           In Pennsylvania, this year, that program was  
20 instituted part way through the year and over 750 people came  
21 through that way. That opened up 750 seats, and it encouraged  
22 people to come back and avoid the permit renewal process, which  
23 in some states could continue in perpetuity. This is certainly  
24 a win/win, as the one-day course requires fewer resources.

25           Public and private partnerships. Given the challenge

1 of high demand and even higher need, inadequate capacity and  
2 revenue limits, it's very difficult for state programs to keep  
3 up, yet along focus on safety renewal. So public and private  
4 partnerships, to enhance delivery are key. Further, less than  
5 10 percent of the students trained took experienced rider  
6 course and no state is in a position to offer the full  
7 compliment of the RETS offerings.

8 Rider groups and motorcyclist organizations are able  
9 to use some of the components. The host an event topical  
10 learning opportunities are a great advantage and opportunity,  
11 and we encourage those groups to take advantage of that.

12 Motorcyclists should benefit, point number three,  
13 from their fair share of Section 410 funding as provided by  
14 SAFETEA-LU.

15 As we heard from the rider impairment panel, riding  
16 impaired by alcohol, drugs, over-the-counter, illegal or any  
17 form of impairment is a serious safety risk. Statistic after  
18 statistic, study after study, emphasizes the same point.  
19 Alcohol use significantly increases the likelihood that a  
20 motorcycle rider will crash.

21 We're all very disturbed by this and as Ed Moreland  
22 just said, if we could just simply take alcohol out of the  
23 equation, we would be in much better shape. Well, indeed,  
24 motorcyclists killed in alcohol related crashes represented 12  
25 percent of the total of all alcohol related motor vehicle



1 fatalities in 2005. That's an amazing number. That's a tragic  
2 number.

3           So the 410 funds exists. SAFETEA-LU provides those,  
4 and depending on how you looked at it, if you looked at simply  
5 our 2.4 percent of the registrations, which is motorcycles of  
6 total registrations, that would equate to as much as \$13  
7 million funding focused and targeted directly to motorcycles  
8 and the issue. If you looked at our contribution of 12 percent  
9 of total fatalities, 12 percent of that funding over 5 years  
10 would equate to \$66 million.

11           We appreciate that NHTSA is including us now but as  
12 you've heard from so many people, there are unique ways to find  
13 us in our audience, and we think that that focused attention is  
14 warranted certainly by the tragic numbers that we've just  
15 reviewed.

16           Number four, Federal Government should fund  
17 comprehensive public education and awareness campaigns, and I  
18 won't go into a lot of detail there, but certainly enhancing  
19 personal responsibility is a critical factor in reducing  
20 motorcycle fatalities. The importance and practice of rider  
21 behavior that makes the riding experience safer must be  
22 emphasized. These behaviors are incorporated into the five  
23 messages that drive MSF's work. Number one, messages to  
24 riders, get trained and licensed. We know that untrained and  
25 unlicensed riders are over represented. Wear all the gear all

1 the time, ride unimpaired, ride within your limits and be a  
2 lifelong learner.

3           Enhancing other vehicle operator awareness of  
4 motorcyclists is another critical factor. Research has shown  
5 that perception failures caused by inattention, distraction or  
6 unfamiliarity, are primary cause of many motorcycle car  
7 crashes. Dean Thompson talked earlier about the extent of you  
8 drink, you drive, you lose campaign, and it is that kind of  
9 budget level, that kind of attention and priority that we  
10 believe must be focused on these important opportunities.  
11 We've made information available. We've made -- available, and  
12 I think another area in this that I would point out would be  
13 the new DVD that we'll be shooting very soon. It designed in  
14 the DVD, of course, digital format, so that we can incorporate  
15 multiple iterations of that communication. It will work well  
16 with an older driver program, 55 Alive, and others, and we've  
17 involved AAA and communicated with our universities that focus  
18 on our older population. We also have worked with youth and  
19 youth programs, and another variation of this DVD would work  
20 perfectly in driver's Ed. We would love to see the Federal  
21 Government encourage the raising of a next generation as a  
22 generation that respects motorcyclists and our place in the  
23 traffic mix.

24           We also think the Federal Government, number five,  
25 should provide additional funding and support needed to begin a

1 crash causation study as soon as possible. Certainly called  
2 out in NAMS as the number one initiative, we have been as an  
3 industry talking very frequently with the OTC at Oklahoma State  
4 University. As contemplated by SAFETEA-LU, the motorcycle  
5 industry through the Motorcycle Safety Foundation, the  
6 Motorcycle Industry Council, the Motorcycle Industry Council  
7 After Market Committee, have agreed to contribute 2.1 in  
8 matching funds to make this study possible. However, the  
9 legislation only provided limited federal funding.

10           The research community now estimates that the cost of  
11 this study will be significantly higher with no offer of a  
12 matching funds formula to make up this difference. So this is  
13 back to industry, and we would say it's back to government to  
14 look at the partnership. We agree with the matching funds  
15 formula. We know that this information will be helpful, and we  
16 think the study should start as soon as possible.

17           The last point I'd make, federal and state  
18 governments, motorcycle groups and organizations, as well as  
19 individuals, should fund and implement additional  
20 recommendations contained in the National Agenda for Motorcycle  
21 Safety. The mission of NAMS was to point the way to the most  
22 promising avenues for future motorcycling safety efforts in the  
23 U.S. for a decade or more. It sought to do so by incorporating  
24 information and ideas from a broad multi-disciplinary spectrum  
25 of stakeholders. NAMS technical working group represented the

1 fields of emergency medicine, enthusiast press, government  
2 affairs, insurance, law enforcement, motorcyclist groups,  
3 research and rider education and training.

4           Certainly NAMS appropriately is characterized as the  
5 blueprint for motorcycle safety. In the five years since NAMS  
6 was published, many efforts have been made and undertaken to  
7 implement the recommendations. Collaborations among the many  
8 and various individuals and entities will now be coordinated  
9 and communicated through the [implementNAMS.org](http://implementNAMS.org) website which  
10 was just featured and started up last week. It will also  
11 feature the electronic version of a NHTSA project, the NAMS  
12 Implementation Guide. We hope that as people share their  
13 successes in implementing NAMS recommendations, that will  
14 foster and trigger further activities.

15           The Federal Government certainly has an important  
16 implementation role to play, particularly with respect to  
17 public awareness and education as well as impairment reduction  
18 initiatives.

19           States must also rise to the occasion, and I would  
20 commend Wisconsin on Wisconsin Day, but two years ago, they  
21 applied for a grant from MSF to conduct a safety conference  
22 focused on what the state could do among a multitude of  
23 agencies to implement various applications of the NAMS.

24           For four consecutive years, MSF has sponsored the  
25 grassroots oriented small award grant program to encourage

1 motorcyclist clubs and non-motorcycle industry partners to  
2 become active in motorcycle safety initiatives as outlined in  
3 NAMS. Sadly, however, only a fraction of the available funding  
4 has been sought and therefore awarded.

5           It's MSF's hope that this forum has identified those  
6 NAMS recommendations most in need of attention and NTSB and  
7 others will call on the state governments, rider groups,  
8 organizations, motorcyclists and, yes, even industry, to  
9 implement these recommendations.

10           In the meantime, MSF will continue to do what it does  
11 best which is support, develop and expand the National  
12 Comprehensive Rider Education and Training System which  
13 provides lifelong learning opportunities for riders. NAMS  
14 points the way and we look forward to your recommendations.  
15 Thank you.

16           CHAIRWOMAN HERSMAN: Thank you, and we'll have our  
17 last presenter of the forum, Colonel Champagne.

18           COLONEL CHAMPAGNE: Thank you, Member Hersman, NTSB  
19 Members, my honored presenters and attendees. I thank you for  
20 the opportunity of being here to represent the Governors  
21 Highway Safety Association. For those of you that do not  
22 understand what that is, we represent our Governors in our own  
23 individual states in developing programs that have as its  
24 essence one single thing, and that is to reduce the incidents  
25 of traffic crash fatalities and injuries on the highways of our

1    respective states.

2                   For me personally, I am a motorcycle rider. I was  
3    hired by the Louisiana State Police in 1966, because I was an  
4    accomplished motorcycle rider. I worked as a profession as a  
5    motor police officer. So I bring that perspective to this  
6    particular conversation, not only as a highway safety head  
7    charged by my Governor to improve highway safety in the State  
8    of Louisiana, but also as a police officer who worked the  
9    crashes and delivered the death messages associated with those  
10   crashes, and talked about why do we chase speeders. Well, most  
11   people chase them in cars. You try chasing one on a  
12   motorcycle, and then you begin to realize how difficult a  
13   situation it is.

14                   I think we have heard a tremendous amount of  
15   information in the last couple of days. The disciplines of our  
16   speakers have certainly given us the expertise that they  
17   control, and I think we have some very difficult decisions to  
18   make. But I think as we begin the process, I think we have to  
19   admit to ourselves, that there are two different philosophies  
20   that we need to include as a part of our determination on how  
21   to get to where we want to go, and that's a philosophy of a  
22   road professional, a person that already believes riding a  
23   motorcycle is risky behavior, and therefore by design, they  
24   want to try to control or contain the difficulties associated  
25   with high risk riding.

1           And then you have the case of the rider groups, of  
2    which I am, who want to ride, who have taken a position that I  
3    understand the risks and I simply want to mitigate those  
4    particular risks, and I think that's two different philosophies  
5    that we have to look at.

6           So I think it's extremely important that we have  
7    brought everybody together, and I think there's a realization  
8    that only working together are we ever going to achieve the  
9    ultimate goal, and that is simply to prevent the deaths and  
10   injuries from motorcycle riders, whether it be their fault or  
11   the fault of other motorists.

12           What do I do as a highway safety head to look at the  
13   problem in my state? I use problem identification, and what  
14   does that mean? Very simply I look at the crash data  
15   associated with all of the events leading to a crash of a  
16   motorcycle, and then I try to make some determination, is there  
17   something that I can do as highway head, that I can bring to  
18   the people of the state, that I can bring to the rider groups,  
19   that I can bring to the Legislature and eventually to my  
20   Governor, that if enacted will help to reduce the problem.

21           And therein lies a great deal of difficulty because  
22   what does the data show? You listened to a presentation  
23   yesterday and I think it goes without saying, that it was  
24   frightening to all of us that ride motorcycles. We found out  
25   that the deaths increased 13 percent last year. It doesn't

1 make any difference if it was the other motorist's fault or if  
2 it was the motorcyclist's fault. The deaths went up 13  
3 percent. What else did we find out? We found out that  
4 motorcyclist registrations, the bikes, make up about 3 percent  
5 of all of the vehicles that are used on the road, but they're  
6 involved in about 10 percent of the fatalities. So it's a  
7 problem. It's a problem for the road professional, and it's a  
8 problem for the rider group that we have to attack it.

9           Now the question is what do we do? Is it a national  
10 problem? You better believe it's a national problem. But can  
11 it be handled from a national perspective? Parts of it can,  
12 but parts of it can only be handled within your own individual  
13 states, dependent upon what you are allowed to do.

14           What is the political will in your state? What can  
15 you accomplish reasonably without losing society, the rest of  
16 the motorists? And that's a difficult proposition. I think  
17 the most important thing is look at what your data says and  
18 make the determination as to how you're going to go about  
19 achieving what you want to achieve.

20           I'll tell you what we did in Louisiana. It's not  
21 going to make a lot of you happy. We are the only state in  
22 this country that has gone back to a motorcycle helmet law  
23 because the data said that's what we needed to do. And what's  
24 happened since it occurred, the deaths have gone down, and the  
25 injuries have gone down.



1           Show me one motorcycle manufacturer that participates  
2 in any training program with any organized and recognized or  
3 certified training program, that is a part of that program,  
4 doesn't have a helmet associated with the riding. If you can  
5 find one, I'd like to see it because I don't see that. So I  
6 think that's something that we need to look at and I'm not  
7 saying it's going to be done nationally, because the political  
8 will is not there to do it, but if it can be done in your  
9 state, then I think you have to seriously look at that because  
10 the evidence is overwhelming. There's no question about it.

11           Research. My gosh, there is so many different areas  
12 within motorcycle safety issues that we need additional  
13 research on. We know that we haven't done everything that we  
14 should. There are so many issues, conspicuity obviously is  
15 there, rider stabilization, turning. I mean there's so many.  
16 The braking, apparatus, everything that has to be looked at.  
17 That type of research has to be heightened and brought to an  
18 awareness level, not just for motorcycle riders, not just for  
19 safety professional, but for all of the riding society in our  
20 states, and that becomes the automobile drivers, too.

21           We always talk about the situation of motorcyclists  
22 being involved in crashes and the deaths associated with it.  
23 We seem to ignore the fact that other motorists are also  
24 involved, and if they get involved in a crash with you, and  
25 you're not wearing your helmet and you died as a result of

1 that, what is the emotional loss to that person that was  
2 involved in that crash? Those are things that have never even  
3 been looked at, in terms of motorcycle responsibility and  
4 safety. And I say that as a rider. Those things need to be  
5 looked at.

6           What about motorcycle awareness? In Louisiana, we  
7 have phenomenal programs that have been developed by a  
8 Motorcycle Coordinating Council which I chair in my state,  
9 which is made up of ABATE and 25 different motorcycle  
10 organizations in the state, and the whole point of it, is for  
11 the membership of that committee to design programs which will  
12 be effective for all of the driving population. The Committee  
13 also recommends legislation, which we introduce, which sent  
14 punitive situations for all motorists that violate certain  
15 traffic violations which have tended to have proved causation  
16 factors in crashes involving motorcycles.                   Motorcycle  
17 rider and education programs. I think we have tremendous  
18 programs across the country. Can they be improved? Absolutely  
19 they can be improved. Should they be improved? Without any  
20 question.

21           Is there something we can learn from the other  
22 industrialized nations? Yes, I think there is. I think in  
23 many of the other industrialized nations, the procedures which  
24 they are using are leaning to results that are significantly  
25 better safety-wise than what we have in the United States, and

1 I think we need to take advantage of looking at that.

2 Certified motorcycle examiner programs. Throughout  
3 this country, motorcycle riders go into driver's license  
4 offices and dependent upon what is allowed in their state, they  
5 may show a piece of paper that says that they are a certified  
6 rider. They present it to the motorcycle examiner, and the  
7 motorcycle examiner says, here's your endorsement, go off, be  
8 peaceful, don't get hurt. Or in other cases where that is not  
9 allowed, and there are many states where that is not allowed,  
10 the motorcycle operator goes into a driver's license bureau,  
11 and there is the examiner saying, well, you got here on your  
12 motorcycle, so I guess you have the proper skills. So  
13 therefore, I'm going to go ahead and give you a motorcycle  
14 endorsement. Sad situation. It exists all across this  
15 country. Why one-quarter of all motorcycle riders don't even  
16 bother to get the endorsement.

17 Where is the enforcement? Enforcement is not there  
18 because in many states it's not considered a priority. Law  
19 enforcement is extended to the heights. Traffic has become a  
20 second partition in terms of the variables that they're looking  
21 for in taking care of a community. Police officer, police  
22 chiefs, respond to what the community deems is important. If  
23 the community does not think traffic is important, I can  
24 promise you that police chief is not going to think traffic is  
25 important. All the more reason why we need to bring research

1 and documentation and comments forward that will lead police to  
2 recognize that traffic is a significant issue.

3           Intelligent transportation systems work great for  
4 cars. Will it work for bikes? I don't know. I really don't  
5 know. But I'll tell you this. It needs to be explored. We  
6 need to look at it. We need to look and see where it's in  
7 existence. We need to look at other industrialized nations and  
8 see if they're looking at it.

9           Those things have to be pursued. The time is now  
10 because the deaths tell us the time is now. The injuries tell  
11 us the time is now.

12           Ladies and gentlemen, there's no easy silver bullet  
13 as you've heard everybody tell us. The fact that we were able  
14 at the NTSB's urging, bringing together a forum that brought  
15 literally 200 to 250 people in attendance, motorcycle  
16 advocates, riders, road professionals, police officers, all  
17 coming together to work for one thing, and that's to eradicate  
18 the scourge of motorcycle deaths and injuries that is occurring  
19 in this country, and I think the way that we're going about it  
20 is the only way it will be done. Thank you.

21           CHAIRWOMAN HERSMAN: Thank you, Mr. Champagne. It is  
22 sure to follow that up. We saved the best for last I can see.  
23 Thank you.

24           I actually had a couple of questions that I'd like to  
25 follow up with the panel, and then we'll turn it over to the

1 audience questions.

2           The crash causation study has been discussed an awful  
3 lot. One of the concerns that I continue to have is this issue  
4 of appropriate funding levels, and the ability to do a study  
5 that has a statistical power to make generalizations about  
6 motorcycle accidents, and we can use it and compare it to MAIDS  
7 and some of the other studies that have been done. Yesterday  
8 Dr. Tan mentioned that the study sample was being cut from the  
9 estimated 1200 that they looked at in Hurt down to 600. I  
10 continue to hear about funding difficulties, and I worry what  
11 happens if it gets cut even further. Do we have a crash  
12 causation study that will be good?

13           Mr. Moreland talked about thinking about the next  
14 one, trying to plan for the next one, and I think that we've  
15 got to pull this -- we've got to pull the first one off first  
16 before we start thinking about the next one. How much money is  
17 needed to do it right? Any estimates?

18           MS. AMONI: That's a good question. That is actually  
19 outside the -- what I know in terms of the funding levels. In  
20 terms of the sample size, it's critical that we have a minimum  
21 sample size. I believe it's 100 vehicles. Is that it? No.  
22 Much higher. Okay. Great. Much higher. But we have to have  
23 a certain number of vehicles in it to at least establish some  
24 credibility with the data and see some trends in there.

25           We're doing a pilot right now of the OECD methodology

1 for the crash causation study, and we're doing that in  
2 collaboration with FHWA. We're joining the two studies  
3 together. This is expensive. The more time that goes by, the  
4 more expensive the study is going to be. But we've spent so  
5 much time, I think, at some level arguing about it, that we've  
6 lost some momentum. It's very important that there be some  
7 unity within the entire highway safety community, within the  
8 industry, to not only secure that a study needs to be done, but  
9 clearly resources coming from all level. Tim and others have  
10 talked about this. It's critical that we all do this. In the  
11 other areas of highway safety it's done, in the automotive  
12 area, the auto industry contributes significantly to basic  
13 research. So I don't think that's unusual.

14           It's critical that we start and my understanding is  
15 that we are really poised to start now.

16           CHAIRWOMAN HERSMAN: Mr. Buche, could you comment on  
17 how much money the estimate is that's needed to do it right?

18           MR. BUCHE: Yes. It's our understanding, and first  
19 off, I want to commend Federal Highway and NHTSA for working  
20 together as DOT, to use the initial feasibility study, to fold  
21 that in as part of the full study. Certainly there's an  
22 economy and an efficacy there that's important to the process.

23           From industry's perspective, I mentioned that we've  
24 committed to the 2.1 million which was the original request of  
25 Samir Ahmed (ph.), Dr. Ahmed. Our understanding is that the

1 options of cutting this down to a sample size that we don't  
2 think would be wise, nor does he, I don't think anyone does,  
3 it's the reality of if resources are limited, where do you go,  
4 but my counsel back to our members which are two different  
5 companies, two different boards, two different missions, but  
6 both clearly focused on this initiative, the price went from  
7 approximately \$2.1 million to in excess of 5 million, and  
8 that's plus or minus still. Now they are trying to negotiate  
9 some of the costs and so on, and I don't know where that is,  
10 but certainly it's a significant jump from 2.1 to, you know, 5  
11 plus, and it could be 5.6 to just under 6 million. So, you  
12 know, it's a significant shift.

13           Also, I mean the auto industry, we have a few  
14 companies that are auto manufacturers as well, but motorcycles  
15 are their passion and they were often what the company started  
16 by doing, but the auto divisions are -- and the auto industry  
17 in the U.S. certainly dwarfs our little \$8 billion new unit  
18 sales contribution to the economy. So it is a significant ask,  
19 and something that the Board members feel it is important to  
20 come back to Government to say, you know, we could handle a  
21 matching funds formula because that's what the legislation  
22 called for.

23           CHAIRWOMAN HERSMAN: And what is the sample that's  
24 unacceptable?

25           MR. BUCHE: Well, we heard 600, and at a minimum I

1 believe with OECD and this is a fact, so we can check it, but  
2 it's 1,000 plus and 1200 was the target still allowing for the  
3 two controls per case. So it doesn't make sense to do a poor  
4 quality study, that would not lead to anything that any of us  
5 could really base much on.

6 CHAIRWOMAN HERSMAN: And my final question is about  
7 the NAMS. Does NHTSA have any plans to do a summary of what's  
8 been accomplished in the last six years, and I know that you  
9 have different processes than we do. At the Safety Board we  
10 try to close out recommendations when they've been  
11 accomplished, and you all have scores of recommendations from  
12 the NAMS which were excellent, but it's hard to gauge what  
13 status those recommendations are in, whether or not the  
14 progress is acceptable or unacceptable or complete. Does NHTSA  
15 have any plans to issue a report card of some sort to say where  
16 they are?

17 MS. AMONI: Well, right now as Diane mentioned  
18 earlier, we have an agency plan which basically formats against  
19 NAMS, and it's what the agency's committed itself to. So we've  
20 been very public and transparent with how we're doing, and we  
21 have used NAMS over the past several years as the blueprint  
22 directionally for us in motorcycle safety. So we've been  
23 aboveboard about what we're doing and what we can do, and we've  
24 heard others talk about how NAMS has helped them directionally  
25 move. I think the one thing we're all frustrated about is that



1 we haven't been able to move perhaps as quickly because either  
2 the research wasn't there or perhaps the resources weren't  
3 there, or in large measure the attention of the full community  
4 wasn't there.

5           So the short answer is, yes, of course, in several  
6 years, but the implementation guide is just about to come out,  
7 as a technical assistance tool for the community because it was  
8 never intended to be a federal document. It was intended  
9 clearly to be a community, more consensus document. But in  
10 several years, I think it's too premature right now. We know  
11 the document's been out there for several years. The  
12 implementation has been sporadic, although ours has been very  
13 consistent as some other participants in it.

14           CHAIRWOMAN HERSMAN: Well, the sad fact is we see the  
15 fatality numbers going up every year, and so the longer we wait  
16 to implement these measures, the more people that die.

17           MS. AMONI: I would hate to see if we hadn't done  
18 NAMS several years ago, where we would be right now. The  
19 conversations that we have had within the highway safety  
20 community and the riding community, and with the manufacturers  
21 and others, helped us put our arms around what we believed was  
22 going to work, and if we were starting that conversation today,  
23 we would be seeing I think a very, very sad and bleak picture  
24 ahead of us. I just thank goodness that we all came together  
25 at a time to get over our differences and to agree where we

1 could agree, and it was really on 95 percent of an agenda, to  
2 move forward, and we really are poised, and I'm pleased to say  
3 we have a document that we all agreed to within the community  
4 that could make a difference, and we're actually moving out  
5 collectively on almost every aspect of it. Be it not as  
6 aggressively perhaps as we'd like, but we are seeing resource  
7 by Congress directed towards this which is very encouraging in  
8 many, many area of our program, the Federal Highway program,  
9 and I'm very excited about what's happening at the regional  
10 level and at the state level right now. Many of our regions  
11 have had forums of inclusion by bringing rider groups in,  
12 manufacturers and so on, to help address the problem, put a  
13 spotlight on it. The region that Dan came from was the first  
14 one that had a forum several years ago, and several others  
15 subsequently are doing that.

16           That conversation I think in highway safety, I think  
17 people take for granted that we do that all the time in other  
18 aspects of highway safety. In motorcycling, it's been a harder  
19 conversation to have because for many years we had too many  
20 disagreements. So that's why my point is that have we not had  
21 NAMS and be in the position we are right now, I believe we  
22 would be really struggling with where are we going and what are  
23 we going to be doing about it, and we're committed to an agenda  
24 and we're all moving directionally that way.

25           CHAIRWOMAN HERSMAN: Mr. Buche.

1           MR. BUCHE: Thank you. I think one of the challenges  
2 is that there's a lot happening but it's at the grassroots  
3 level, and most people spend their time doing the work and not  
4 talking about it. The website will seek to give people a  
5 forum, if you will, to promote what they've done, to brag about  
6 it if you will, but I think there's other examples where NAMS  
7 has made a difference, and maybe pardon us for not talking about  
8 it more.

9           But around the country, states have had traditional  
10 highway safety days or events. I went to New Hampshire and  
11 spoke to 150 people at an all day long conference, and this was  
12 the first time they had ever talked about motorcycles at any  
13 length. It had always been a breakout session, and there were  
14 breakout sessions, but it was the key note presentation and  
15 people from multiple agencies spoke about their perspective on  
16 it. So -- and NAMS was the impetus for that. It's because you  
17 have that, it gives you, I wouldn't even say permission, it  
18 gives you a responsibility to act upon it.

19           So it's working. The website should do a better job  
20 of sharing those successes.

21           CHAIRWOMAN HERSMAN: Well, thank you all. You're all  
22 a team working on this problem together. Dr. Ellingstad, do  
23 you have audience questions?

24           DR. ELLINGSTAD: Thanks. Yes, we do. We have some  
25 that focus on a couple of issues with respect to protective

1 equipment. Let me start with one here that says, much of the  
2 discussion throughout this forum has been centered on the  
3 headline issue of fatalities. Clearly something must be done  
4 to address this but would efforts not show more immediate  
5 benefit where minor injuries are concerned, if riders were  
6 encouraged to wear correct protective clothing because  
7 basically the motorcyclist pays the cost. Just very briefly do  
8 each of you have an opinion about either mandatory or some ways  
9 of encouraging voluntary use of protective clothing other than  
10 helmets?

11 COLONEL CHAMPAGNE: I'll just give you a perspective  
12 from Louisiana. The Motorcycle Safety and Awareness Committee  
13 that works out of my office, has been charged by myself, with  
14 that responsibility of insuring that all safety related  
15 information pertaining to motorcyclists, which conspicuity  
16 certainly is a part of, gets out to all of the active members,  
17 and we do that in several ways. The membership of my committee  
18 attends all of the fairs, all of the festivals, every single  
19 function that an organized motorcycle group has in the State of  
20 Louisiana. We write periodically articles in all the  
21 magazines, all of the bulletins, that are utilized for  
22 information exchange by the various motorcycle groups in the  
23 state.

24 I want every person in New Orleans to know the same  
25 thing that every person in Shreveport knows regarding

1 motorcycle information. And I think that's extremely  
2 important. We have a website set up specifically for our  
3 Motorcycle Safety and Awareness Committee, where anybody, but  
4 principally motorcyclists can get all of the dated information  
5 related to what's going on in our state as well as what's going  
6 on in the country. And because of that exchange of  
7 information, we have a much more informed motorcycle rider  
8 group, and I believe we are seeing tremendous change in rider  
9 attitude, as it pertains to the things that we as safety  
10 professionals think are extremely important to them getting  
11 from Point A to Point B safely.

12 DR. ELLINGSTAD: Mr. Buche.

13 MR. BUCHE: One of the things that we did with our  
14 training system, and a real shift philosophically, was to  
15 recognize that the trainer is not going to be with those  
16 students after they leave the class. We hope to see them  
17 again. They could come back the next day for an additional  
18 course, and we hope that some of the staff will give us another  
19 day with you.

20 But it's key that through this shift, we've really  
21 focused on personal responsibility. We're not going to be  
22 there to make you do something, do it our way, do it, you know,  
23 exactly as the book says. So shifting the responsibility to  
24 the individual.

25 A lot of focus is given to gear because it is a more

1 comfortable ride when you're properly geared. Certainly some  
2 of the photographs we saw with the road rash and that, those  
3 things stay with you for weeks if not months, and they're  
4 pretty easily avoided, but we think it's important to shift the  
5 responsibility to the student, educate them, inform them and  
6 then encourage them to make the decisions, but it's got to be  
7 their choice.

8 DR. ELLINGSTAD: Mr. Moreland.

9 MR. MORELAND: I would have to echo that as well. We  
10 certainly encourage people to wear whatever gear they feel is  
11 appropriate. There are various exhaustive product reviews  
12 available in any motorcycle magazine or website, but in the end  
13 it comes down to personal choice and whether people choose to  
14 ride in, and we hope they make those choices most appropriate  
15 for their style of riding.

16 MS. AMONI: The issue of mandatory is up to the  
17 states to decide. However, the agency's responsibility in  
18 working with the community, strongly encourages protective gear  
19 because of its effectiveness, everything from helmets to  
20 protective outer gear.

21 It's very important that it be federal safety  
22 standards and that the helmets meet standard 218 under the  
23 compliant helmets, and that should be the responsibility of the  
24 individual, to make sure that they're buying the most effective  
25 equipment out there, to keep them safe.

1           That is a point of sale. That's in training. That's  
2 in websites and clubs, every contact, that anyone has with a  
3 rider, it is their, including peer to peer, it's their  
4 obligation to continue to make people aware of the  
5 effectiveness of protective gear, and the choices that are out  
6 there. There's a lot of consumer information and there's a lot  
7 available.

8           DR. ELLINGSTAD: Okay. With respect to the issue of  
9 non-helmet protective clothing, I think I hear a fairly strong  
10 consensus there for a voluntary sort of compliance.

11           With respect to the helmet, the mandatory helmets,  
12 Mr. Champagne, you made a very clear statement with respect to  
13 Louisiana. Has the Governors Association taken any position  
14 with respect to mandatory helmet use?

15           COLONEL CHAMPAGNE: No, they have not. What we have  
16 encouraged the individual Governors' representatives to do, is  
17 look at your state's data and then depending upon what your  
18 Governor feels can be accomplished, then you work towards that.  
19 In my state, it was very obvious that my Governor was greatly  
20 concerned about the deaths of the motorcycle riders. So she  
21 took the overt action of stating, I want to do something  
22 immediate that will have the result of saving lives, and her  
23 action was correct for the problem that we had in our state.

24           DR. ELLINGSTAD: Okay. Thank you. Mr. Buche, has  
25 MSF taken a position with respect to a mandatory helmet law?

1           MR. BUCHE: No. We bring no pressure to bear at all  
2 with regard to helmet laws. We, through our rider education  
3 programs and all other communications, extol the virtues of the  
4 helmet. We think it's important. We think you should wear all  
5 the gear all the time, but we stay out of the political arena  
6 on that topic.

7           DR. ELLINGSTAD: Okay. Are there any sorts of  
8 incentives that, that have been considered with respect to  
9 encouraging the adoption of helmet laws, looking towards the  
10 end of the table?

11           MS. AMONI: The incentives that were there were  
12 removed by Congress. So I think that speaks for itself, if it  
13 comes to laws.

14           DR. ELLINGSTAD: Okay. Thank you. A question having  
15 to do with the extent to which we in this country have been  
16 parochial about this whole problem and, Mr. Champagne spoke  
17 quite eloquently about benefiting from other countries'  
18 experiences, the question are asked or states that other  
19 countries in Europe, Australia and New Zealand have experienced  
20 a similar increase in motorcycle registrations over the past 10  
21 to 15 years, but without the same level of increase in  
22 fatalities. First of all, what do you think could explain  
23 these differences, and would there be or should there be some  
24 cooperative kinds of activity to collaborate with our  
25 colleagues abroad in identifying factors that could mitigate



1 these kinds of problems? Why don't we start with Ms. Amoni.

2 MS. AMONI: Well, that's a very good point. The  
3 problems that we have in the U.S. are actually not a U.S.  
4 phenomena alone. They are increasing. Motorcycle fatalities  
5 and crashes are increasing in other countries as well,  
6 including some of the countries you just mentioned. We do  
7 collaborate internationally. We're doing quite a bit to learn  
8 from what others are doing who have a much better track record,  
9 but in Europe, for example, their blood alcohol levels, the  
10 legal standard is .05. Licensing is very difficult, purchasing  
11 a bike is expensive. You have required education. So it's a  
12 completely different environment in some of these countries.

13 So we are looking at that to see, well, what have  
14 they done? Do they do things differently than us and what can  
15 we learn from that community?

16 It's also looking at riding in general in some of  
17 these countries is very different. In the U.S. for the most  
18 part, it's seen as a recreational, weekend activity. In  
19 Europe, for example, and in Southeast Asia and other parts of  
20 the world, it is a mode of transportation. In some parts of  
21 the world you can see families on a motorcycle. So we've seen  
22 these photos. So it's a very serious worldwide phenomena that  
23 the world community and highway safety is looking at and we are  
24 collaborating both within Europe and other parts of the country  
25 -- world.

1 DR. ELLINGSTAD: Mr. Moreland, would you care to  
2 comment about the degree to which we're parochial?

3 MR. MORELAND: I can offer this. We have NGO status  
4 with the U.N. and we continue to work with other countries and  
5 highway safety reps from around the world to find effective  
6 means by which to reduce fatalities, things that may work in  
7 other countries and we look forward to continuing that  
8 relationship.

9 Additionally, within an organization called FIM, I  
10 sit on the Commission of Mobility Transport Road Safety, and we  
11 share ideas that work in different countries within the rider  
12 community. So we've got two different opportunities there, both  
13 with government with other countries and rider interaction to  
14 get an idea of what works and what doesn't work, and we'll  
15 continue to support those things that do work abroad, and  
16 hopefully they work here. But at the same time, we want to  
17 also encourage our government and the rider community to focus  
18 on those things that are most specific to our riding situation  
19 in America, and not give up our ability or sovereignty to sort  
20 of research, develop and govern the way that we ride in  
21 America.

22 DR. ELLINGSTAD: Mr. Buche.

23 MR. BUCHE: Sure, just quickly. I would mention that  
24 MSF right now has in its possession over 30 international  
25 requests for assistance. We cosponsor with -- the German

1 Institute for Motorcycle Safety, a conference held every other  
2 year. It's held next month in Cologne, Germany. Just this  
3 past March, we sponsored the International Motorcycle Safety  
4 Conference here in the U.S. We had over 30 countries  
5 participating. We are funded clearly by multinational  
6 companies who have subsidiaries around the world, and there's a  
7 good exchange of information there as well. And I think one  
8 other again, I will mention the Department of Defense, as  
9 they're requiring our training even in Germany, and Germany has  
10 a very robust, rich program. Our Dr. Ochs and others have been  
11 working with them, and we will have a ceremony next month to  
12 kick off the acceptance of MSF training in Germany with a few  
13 revisions for jurisdictions as we accommodate, those being  
14 right of way differences in Germany to the U.S. and autobahn.  
15 Otherwise, our curriculum will work as it is for the Department  
16 of Defense in Germany.

17           So we certainly don't live in a vacuum, and we  
18 certainly benchmark, but when it comes to novice training,  
19 pretty much the MSF is seen as it around the world.

20           DR. ELLINGSTAD: Mr. Champagne.

21           COLONEL CHAMPAGNE: You know, we fought at war  
22 against Britain years ago, so that we could be free to make  
23 choices in this country, and I think that rules the behavior in  
24 this country. Many of our European countries are very  
25 prescriptive with their governments. The punitive actions

1 taken by governments to fail, if you fail to follow their law,  
2 are very strict. We simply don't do that here. So is there  
3 any reasonable expectation that we're going to have dramatic  
4 improvements if we can't follow what other successful countries  
5 have done? Or should we follow? And I think that's the  
6 ideology that we've got to look at. I think is a philosophical  
7 change that we have to be willing to accept if we want to  
8 accept it, or can we find a way to correct the problem without  
9 looking at that? I don't know the answer. But it's obviously  
10 we better do something because it's not working now.

11 DR. ELLINGSTAD: Thank you. I have a final question  
12 that I'd like to address to the federal and the state ends of  
13 the table, and that concerns ITS. There's been sort of  
14 fleeting references to intelligent transportation systems  
15 throughout the past two days, without really getting down to  
16 details. And my question is, it's still not a detailed  
17 question but does the work that's underway, first, Ms. Amoni,  
18 in the Department of Transportation with intelligent  
19 transportation systems adequately consider the motorcyclist and  
20 motorcycle safety problems? And then I'd like after you have  
21 answered, to get a state perspective.

22 MS. AMONI: The ITS work that's being done, both  
23 vehicle and vehicle to road interaction, which is working  
24 collaboratively with the Federal Highway Administration, is  
25 still in its infancy. The work that's being done, we're still

1 figuring out the vehicle piece to this. There's been some  
2 expansion and work in commercial vehicles. So specifically to  
3 motorcycles, no. Has the issue of motorcycles within the ITS  
4 community and will that technology work, yes, those issues have  
5 come up and they're under discussion.

6 DR. ELLINGSTAD: I guess the gist of my question, are  
7 you comfortable that the level of consideration of motorcycle  
8 issues is sufficiently represented in that ongoing activity?

9 MS. AMONI: Well, let's put it this way. I wasn't  
10 laughed out of the room when I raised it. I think it's very  
11 important that the four-wheel vehicle technology work that's  
12 being done right now, which are the majority of the vehicles on  
13 the road, that work is well underway both in our IVI program at  
14 NHTSA and the work being done with the compatibility with the  
15 roadway work that's being done through Highways. We don't have  
16 any dedicated ITS work. However, many of the manufacturers  
17 have been doing work in this area as we've heard already. Some  
18 of them are doing work I believe in Germany and Japan, where  
19 they're testing on closed courses to see will this work.

20 One of the big provisions of ITS technology is how  
21 does the rider get a signal? How do they get the information?  
22 In Japan, helmet use is mandatory so that the signal is  
23 communicated through a device to the rider then. Those are  
24 issues that have to be looked at and that technology needs to  
25 be looked at, but the industry within the motorcycling

1 industry, they are looking at these issues, and I think it's  
2 just a matter of time, when we're doing the full integration of  
3 how do you take this technology and can you apply it to a two-  
4 wheel vehicle, and how does that information get to the  
5 motorist?

6           The other piece of this is clearly motorist overload  
7 and rider overload. How much information are they getting?  
8 Some of the panelists earlier spoke to that. If you have too  
9 much information and is it signaling, are people over reliant  
10 on driver assist technology? So those are all the areas that  
11 we are deliberately moving cautiously within the Department,  
12 but are studying very extensively.

13           DR. ELLINGSTAD: Colonel.

14           COLONEL CHAMPAGNE: From a state perspective, I'm the  
15 conduit to the motoring public in Louisiana from NHTSA. So we  
16 are certainly kept aware of all of the information and all of  
17 the studies that they are doing, even things that they're  
18 thinking about doing. I think of gratification to me, at least  
19 in the State of Louisiana, is the input that I get from the  
20 motorcycle dealership. They are kept very much aware of what  
21 their own individual administrators are working on, and in many  
22 cases, they bring information to me that I have not heard of  
23 before simply because of their own particular make or model of  
24 motorcycle ownership is looking at that right now.

25           The problem is definitely there, and there is a

1 commitment across the board for private industry as well as  
2 from the Feds to make sure that we can resolve it together, and  
3 that's what we're going to do.

4 DR. ELLINGSTAD: Okay. Mr. Buche, do you -- does the  
5 industry feel properly listened to in this area?

6 MR. BUCHE: Well, most of the work in that area is  
7 being done by the individual companies, and so we defer to them  
8 on that topic.

9 DR. ELLINGSTAD: Okay. Thank you.

10 MR. MORELAND: Can I make a quick comment?

11 DR. ELLINGSTAD: Sure.

12 MR. MORELAND: I want to encourage the folks in this  
13 room, in government agencies who may be vested with the ability  
14 to have greater input than we are, to insure that technologies  
15 are developed in parallel, with consideration for motorcyclists  
16 because there are many technologies we consider to be maybe an  
17 application would be fantastic for an automobile, like an  
18 automated lane, that wouldn't be applicable to a motorcycle and  
19 the creation of an automated lane, say in 395, you make that an  
20 automated lane, if motorcycles are not able to incorporate that  
21 technology, then perhaps motorcycles no longer have access to  
22 that lane. So we want to make sure that motorcycles are  
23 considered in parallel because of technologies developed for  
24 cars with the hope that they we'll adapt them to the  
25 motorcycles. It may not be feasible to do so.

1           Additionally, there may be motorcycles or  
2 motorcyclists rather who continue to ride the same bike for a  
3 very long time, and that motorcycle may not be readily adaptive  
4 to new technology. So we want to make sure that those things  
5 are taken into consideration as we move forward.

6           DR. ELLINGSTAD: Okay. Thank you. I think Dr. Price  
7 has a couple of questions.

8           DR. PRICE: Just a couple more. Just a couple of  
9 late submissions. One is a housekeeping question that came  
10 into us that I'd like to address. There was a question about  
11 obtaining materials from the forum, in particular a transcript.

12          As you may see, we've had a Court Reporter. In addition to  
13 putting the presentations and some of the submissions we've  
14 received on our website, we will also be posting information  
15 about how you can request a transcript of these proceedings if  
16 you'd like. We will also have our webcast available. It won't  
17 happen right away because the service that we use to do that,  
18 does some closed captioning on that. So there's usually a fair  
19 delay before we get that to you, but that will all be available  
20 on our forum website. So please check there.

21          The question to the panelists, apart from helmet laws  
22 and apart from extolling the virtues, I think as Mr. Buche said  
23 before helmets, is there something that we can do and maybe  
24 this would be a great question for Mr. Moreland because he  
25 represents so many riders, to make helmets more appealing,



1 cooler, more fashionable or more comfortable, so that there  
2 would be more voluntary use.

3 MR. MORELAND: Is that directed directly at me?

4 DR. PRICE: No, no. It's not. It's not. I just  
5 thought that as somebody who represents many riders, that  
6 that's something you've heard.

7 MR. MORELAND: I think that the available of  
8 motorcycle helmets, the comfort of motorcycle helmets, there's  
9 a wide variety from which to choose, and the choice is  
10 something that we leave up to the riders to do. I don't know  
11 how we necessarily provide an incentive for them to do that  
12 from an association perspective, but I think that there are far  
13 more choices now than there ever have been in the past, and the  
14 availability of which avails itself to the motorcyclist to make  
15 those choices.

16 DR. PRICE: I certainly don't want to limit that to  
17 you, if others have an opinion on it.

18 MS. AMONI: I'd love to hear what others have to say  
19 about this.

20 COLONEL CHAMPAGNE: Let me address that issue,  
21 particularly from the Louisiana standpoint. Obviously the  
22 variability of the helmet is an important issue. There's no  
23 question about that. It can be made lighter and still have the  
24 same structural integrity. I certainly think that that would  
25 be most beneficial, but we're a state that requires it anyway.

1 So it has to meet the DOT standard, but I'll tell you that one  
2 of the very primary concerns of why it was accepted in  
3 Louisiana, hesitantly, but was accepted, was because the people  
4 of the state wanted it, not just the motorcycle community, the  
5 people of the state through editorials in the newspapers became  
6 convinced that it was a public health issue, that needed to be  
7 satisfied in our state. Therefore, wives, spouses, significant  
8 others also became concerned, and it became very difficult for  
9 certain people to say, I won't wear it when the significant  
10 spouse says, you have to take care of me and the kids. I want  
11 to make sure if you're out there riding on your bike, you have  
12 a helmet on, and that is a significant issue with gaining  
13 compliance even if you have a state law that says you must do  
14 it.

15 DR. PRICE: Thank you. I know --

16 MS. AMONI: Jana, can I add something to that.

17 DR. PRICE: Of course.

18 MS. AMONI: Actually Jim made me think of something  
19 that I think is critical, and that is public opinion on this  
20 issue is very important. NHTSA has done a series of studies  
21 over many, many years, our MVOSS study, which most people know  
22 because of our occupant protection work, that also includes  
23 motorcycle helmet use in MVOSS, and we asked the question, and  
24 public acceptance for helmet use is very high. I mean over 80  
25 percent consistently over many, many years. The public

1 supports helmet use. So they see it as a piece of protective  
2 equipment like aspects of a vehicle, and are encouraged to use  
3 it. Does that change public opinion? I think Jim's point is  
4 well taken about you have to start locally, there has to be  
5 family pressure or your employer, as we've seen in some recent  
6 crashes, and things that have happened. Government requires  
7 it. The military clearly requires it. So there are lots of  
8 ways to encourage usage, but knowing that there's public  
9 opinion behind it as well, is very, very important.

10 DR. PRICE: Thank you. There's been several  
11 references to training being an important component of  
12 motorcycle safety. This question is directed to Ms. Amoni.  
13 There was mention of earlier in the forum, and I think you may  
14 have mentioned it also, research to look at crash avoidance  
15 skills in relation to rider education and training. It would  
16 be good just to get a few more details about how that's going  
17 to happen and when that's going to happen.

18 MS. AMONI: Well, we have a study underway on the  
19 effect of training and certain skill areas. That training that  
20 is underway, I think Tim spoke about it, but we're also doing  
21 an independent evaluation and we're doing that through the  
22 University of North Carolina. That will look at basic rider-  
23 training and then have an opportunity to go back to that same  
24 group of people and assess whether they have taken or their  
25 skills changed or improved by taking the continued enhanced

1 training activity. So we hope to have that study out within  
2 the next year.

3 DR. PRICE: Beyond looking at rider skills, will it  
4 also follow them into the future to see if they have a  
5 reduction in crash involvement?

6 MS. AMONI: Not that long term, no. But we are  
7 looking at the same cohort to see if they went and had advanced  
8 training. So at least as far as that study goes, we have that  
9 information.

10 DR. PRICE: Do you know how many people will be --  
11 how many participants will be involved in that study, and do  
12 you have any plans to look at changes in rider behaviors, like  
13 for example surveying them about their drinking and riding or  
14 protective equipment use and such?

15 MS. AMONI: Surveys as you know are very difficult to  
16 do. We have to get OMB clearance to do surveys of any sort.  
17 So that is not part of the study right now. The full sample  
18 size, Tim, I don't recall.

19 MR. BUCHE: Dr. Williams is here in the room, and I  
20 apologize because this is -- she is the liaison, but it is  
21 working with UNC. It will be tracking people over time, but  
22 it's not fully a longitudinal study. And it will look at  
23 intermediate outcomes, decisions made, citations and others,  
24 and because of that, the methodology is fairly complex. It's  
25 taken a good bit of time to get it going, but we certainly

1 think it will seek to measure safety renewal, interaction with  
2 the training system over a short period of time. MSF will be  
3 interested in investing in that further to track those  
4 individuals, if possible, over a longer period of time. So  
5 we'll look at intermediate outcomes as well as the overall  
6 outcomes.

7 DR. PRICE: Thank you. That's all the questions that  
8 I have.

9 CHAIRWOMAN HERSMAN: Thank you all very much for  
10 presenting the future directions. All of you have great  
11 responsibilities in this area, and we appreciate your sharing  
12 your insight with us.

13 To the audience, thank you all for sticking it out.  
14 I'm going to try to wrap this up so we can actually get out on  
15 time at 5:00. If we can do that, then I think we can make some  
16 changes in motorcycle safety.

17 Motorcycle safety is a complex issue, and as we've  
18 seen by all of the panelists involved and our attendees, there  
19 are quite a lot of people that are interested in this issue.  
20 We haven't been able to represent everyone or every  
21 organization on our panels, but we have tried to shine a light  
22 on some of the most important aspects of this very important  
23 subject over the last two days.

24 All of the presentations and papers that have been  
25 submitted to us will be available on our website shortly. If

1 you have left your e-mail address, when you came in, we will  
2 notify you when all of that information is posted on our  
3 website.

4           Also, in response to the forum, we have received a  
5 number of letters from rider groups, from website  
6 administrators, and from members of Congress. All of those  
7 letters will be reviewed. In addition, we will review any  
8 materials that we receive within the next 30 days.

9           I appreciate the hard work by all of the NTSB staff,  
10 and especially our Forum Managers, Dr. Price and Chris Voeglie.  
11 Coordinating this forum has been an awful lot of work, and  
12 maybe not as much work as she's got ahead of her in the next  
13 few months, but she's done a great job.

14           I'd like to extend my gratitude to all of the  
15 panelists here who have been in the audience with us the past  
16 two days. Your time, your effort, your professionalism, your  
17 expertise, made this all possible. The cooperation that we've  
18 witnessed prove that although everyone has different interests  
19 and opinions, everyone shares one common goal, and that's to  
20 make things safer for motorcyclists.

21           Thank you all for being here, and I note the time is  
22 4:59.

23           (Whereupon, at 4:59 p.m., the hearing was adjourned.)

24

25

CERTIFICATE

This is to certify that the attached proceeding before the

NATIONAL TRANSPORTATION SAFETY BOARD

IN THE MATTER OF: PUBLIC FORUM ON MOTORCYCLE SAFETY

PLACE: Washington, D.C.

DATE: September 13, 2006

was held according to the record, and that this is the original, complete, true and accurate transcript which has been compared to the recording accomplished at the hearing.

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Nicholas Guarino  
Official Reporter