

OREGON MOTORCYCLE SAFETY STRATEGIC PLAN

Motorcycle crashes in Oregon have risen from 443 in 2002 to 736 in 2006. There were 51 motorcyclist fatalities in 2007; 200 motorcyclists have died from 2002 to 2007. Oregon's motorcycle fatalities are higher than they have been for twenty years.

Clearly, we must do something different to reverse this deadly trend. A strategic planning session was convened on October 8th, 2007, with the Governor's Advisory Committee on Motorcycle Safety (GAC-MS) to develop strategies and steps that the committee can take to impact the number and severity of motorcycle crashes in the State. This plan identifies objectives and strategies for the committee over a five-year period.

It will be re-evaluated in 2011. In many instances strategies and actions steps will be undertaken in conjunction with TSD and TEAM OREGON. However, **the purpose of this plan is to address the goals, objectives and strategies of the GAC-MS.**

Mission of the Governor's Advisory Committee on Motorcycle Safety:
To protect the safety and welfare of the motorcycle riding public of the State of Oregon.

Goal of the GAC-MS

The Governor's Advisory Committee on Motorcycle Safety (GAC-MS) consists of members appointed by the Governor from throughout the state. The committee is charged with the responsibility to advise the Governor and the Transportation Safety Division of the Oregon Department of Transportation regarding motorcycle safety. The committee reviews, proposes, and makes recommendations concerning motorcycle-related legislation as well as serving as a public forum for motorcyclists. It serves to promote motorcycle safety and inform the public about motorcycling.

Other activities include the evaluation of the TEAM OREGON Motorcycle Safety Program, giving guidance to the Transportation Safety Division Public Information and Education effort in motorcycle safety, and to promote motorcycle safety education to the public.

Objectives

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

Committee Activities

- Promotion of May Motorcycle Awareness Month through acquiring annual proclamations from the Governor and promotion of safe motorcycling and motorist awareness activities.
- Hold public forum meetings throughout the state.
- Active motorcycle legislation participation
- Tracking Legislative Bills that deal with motorcycles and motorcycling
- Propose Legislation effecting motorcycle safety
- Provide testimony and/or information for legislation effecting Motorcycling.
- Provide guidance to Transportation Safety Division to promote reduction of motorcycle crashes, injuries, and fatal crashes through their media public service campaigns and announcements.
- It is recommended that each member should take, or have taken, at least one TEAM OREGON class.

COMMITTEE OPERATIONS

The GAC-MS consists of eight members appointed by the Governor. A quorum of five members is required for voting purposes. Meetings are held monthly during years when the legislature is in session; quarterly when the legislature is not in session. Meetings are generally held the third Friday of the month at 6:30 p.m. and are open to the public. Each meeting has an opportunity for public and rider group input.

The 2008 meeting schedule is listed below:

March 21 (Portland)
April 12 (Double Tree Lloyd Center
1000 NE Multnomah
Portland, OR)

May 16 (Medford)
July 11 (Bend)
September 8 (Ashland)
October 17
November 21
December 19

Objective: During 2008, the GAC-MS will hold public “listening” meetings not only in Salem but also around the state in the Portland, Ashland, Bend and Medford areas.

Strategy 1 – Meeting availability - Meetings will be promoted so that citizens who would not normally travel to a Salem meeting will have the opportunity to be heard by the GAC-MS.

Action steps:

- TSD will announce meetings via ODOT press releases.
- TSD and TEAM OREGON will contact dealers and local motorcycle groups and invite them to the regional public meetings.
- The GAC-MS will promote regional public meetings via their contacts with clubs, groups and organizations.

Strategy 2 – Committee responsibility - Allow an opportunity for all committee members to participate in different roles during the public meetings.

Action step:

- The GAC-MS Committee chair will be rotated for the regional meetings.

Strategy 3 – Regional information made available - Information disseminated at the regional meetings will be pertinent to the citizens in that area.

Action step:

- TSD will provide local motorcycle crash and demographic data at the regional meetings.

TRAINING AND EDUCATION

Objective: Provide motorcycle operator training to all who need or seek it; increase motorcyclists' knowledge of methods to increase their safety on the road, including awareness of hazards, motorcycle operating techniques, and conspicuity.

Strategy 1: Training availability – Expand or reorganize state operator training so that capacity is available to meet demand in a timely manner.

Action steps:

- TSD will program grant funds to facilitate additional permanent training sites as needed.
- TSD will continue to identify and seek to secure other stable dedicated funding sources for TEAM OREGON training sites.
- TSD will continue to identify federal funding sources to support motorcyclist education and training.

Strategy 2: Training promotion – Promote state training classes and availability through dealers, manufacturers, rider groups, rider media, the internet, and other appropriate methods.

Action steps:

- Work with rider groups to encourage members to be trained and licensed.
- Encourage riders to take Rider Skills Practice, Intermediate and Advanced Rider Training.
- Encourage motorcycle dealers to promote proper training and licensing at point of sale.

Strategy 3: Communications – Create and disseminate effective communication campaigns to educate motorcyclists about key issues.

Action steps:

- Collaborate with key stakeholders to create messages and materials that motorcyclists will understand and believe.
- Develop three or four messages addressing why riders should seek additional training. Identify the benefits of training so that the GAC can consistently give the same message to the public.
- Collaborate with rider group leadership to develop strategies and campaigns to increase awareness about the benefits of training for all skill levels and promote positive advocacy from within individual rider groups and organizations.
- Develop partnerships with rider groups, rider and local media, motorcycle dealers, motorcycle friendly businesses, local news, and other means to communicate motorcycle safety initiatives.

IMPAIRED RIDING

Objective: Reduce crashes in which motorcyclists are impaired by alcohol or other drugs.

Strategy 1: Communications – Create and disseminate effective communications to riders on how alcohol and other drugs affect motorcycle operator skills.

Action steps:

- Develop a motorcycle rider's map that will include messages regarding drinking and riding.
- Distribute riding maps to motorcycle friendly establishments.
- Conduct a follow-up Drinking & Riding Symposium.
- Disseminate facts and data regarding drinking and riding at the 2008 regional meetings.
- Contact clubs and organizations to assist them in developing bylaws to include zero tolerance for drinking and riding. Suggestions will be given on how to structure club activities without alcohol or drugs. Collaborate with the Governor's Advisory Committee on DUII to lower the legal BAC level for motorcyclists.

LICENSING

Objective: Ensure that all motorcycle operators riding on public roads are properly licensed.

Strategy 1: Promotion – Promote proper licensing to motorcyclists.

Action steps:

- Promote the advantages of proper licensing through TO staff, OSP motorcycle officers and liaisons, and/or TO instructors/Speaker's Bureau members, motorcycle dealers, rider groups, rider media, and other appropriate methods.
- Promote the potential consequences of operating a motorcycle without a proper license.

Strategy 2: Enforcement – Actively enforce penalties for operating a motorcycle without a proper license.

Action steps:

- Collaborate with law enforcement agencies to encourage zero tolerance of improperly licensed motorcyclists.
- Make court officials aware of the consequences of motorcyclists riding without the proper endorsement.

Strategy 3: Education – **Educate other stakeholders about consequences of riding without a proper license.**

Action steps:

- Encourage training for law enforcement officers so that they may be better informed of the issues surrounding riding without the proper endorsement.
- Encourage training for court officials so that they may be better informed of the issues surrounding riding without the proper endorsement.

MOTORIST EDUCATION

Objective: Increase motorists' awareness of the presence of motorcycles on the road.

Strategy 1: Communications – Educate motorists to be more aware of the presence of motorcyclists.

Action steps:

- TSD will create and disseminate effective communications to all drivers on motorcyclist awareness.
- TSD will work with other state agencies that conduct business with the motoring public to encourage the creation and dissemination of effective communications to all drivers on motorcyclist awareness.
- TSD will collaborate with DMV to insure publications address motorist awareness of motorcycles on the road.
- TSD will ensure that the Driver Education core curriculum includes methods to help new drivers be aware of motorcycles.

LEGISLATION

Objective: To define GAC-MS 2009 and 2011 legislative concepts.

Strategy 1: Work with Local Legislators

Action step:

- Collaborate with Sen. Walker introduce a bill to require mandatory training for all motorcyclists.

Strategy 2: Sponsored bills - Identify GAC-MS Legislative concepts

Action steps:

- GAC-MS will sponsor a bill to increase the penalty for riding without the proper endorsement.
- GAC-MS will communicate the cost difference between getting an endorsement and getting a fine.

4 “E”S – EDUCATION, ENFORCEMENT, ENGINEERING, EMS

Objective: Education, Enforcement, Engineering and EMS issues pertaining to motorcycles will be identified.

Strategy: Collaborate with education, enforcement, engineering and EMS Action step:

- Conduct problem identification prior to implementation of initiatives to insure that the 4 “E’s are being addressed.

PERSONAL PROTECTIVE EQUIPMENT

Objective: Increase the number of motorcyclists who choose to wear approved helmets and other personal protective equipment.

Strategy 1: Fake Helmets - Increase the use of FMVSS 218 compliant helmets through education and promotion.

Action steps:

- Communicate the benefits of FMVSS 218 compliant helmets.
- Educate law enforcement and the general public on how to identify FMVSS 218 compliant helmets.
- Collaborate with key stakeholders to develop campaigns and messages that motorcyclists will understand and believe.
- Distribute communications through rider groups, rider and local media, motorcycle dealers, motorcycle friendly businesses, local news, and other means.

Strategy 2: Acceptability – Promote the acceptability of wearing protective equipment through rider groups, motorcycle organizations, and motorcycle dealers.

Action steps:

- Work with rider groups to endorse the acceptability of proper protective gear and encourage members to choose to wear proper gear.
- Work with motorcycle dealers to promote the use of proper protective gear.