

EXECUTIVE SUMMARY



Fourth Annual Texas Motorcycle Safety Forum

February 12, 2009 • Austin, Texas



FOURTH ANNUAL TEXAS MOTORCYCLE SAFETY FORUM

Executive Summary

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September 2009



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FORUM BACKGROUND

More than 100 people gathered at the 4th Annual Texas Motorcycle Safety Forum in Austin, Texas on February 12, 2009. The Forum is held annually to bring together motorcycle safety advocates to share information about initiatives to address the alarming rise in motorcyclist fatalities and injuries on Texas roadways. The Forum provides an avenue to exchange ideas and explore new opportunities for collaborating and implementing programs and strategies to help reverse the State's growing motorcycle crash problem.

Much work remains to be done, however. The State's motorcycle fatalities have dramatically increased over the past ten years, and like the nation, now are nearly triple in their proportional representation of the State's total traffic fatalities. Motorcyclists now account for 15% of total fatalities in Texas. Preliminary statistics for 2008 show a 32% increase in fatalities over the previous year.

Educators, researchers, riders' group members, individual riders, concerned citizens, motorcycle training instructors, and representatives from law enforcement, public health, and government agencies gathered together for the one-day forum. Speakers shared information about motorcycle crash trends; public information and educational efforts to promote motorcyclist safety and awareness; bystander assistance programs to aid crash-involved riders; law enforcement initiatives to promote motorcycle safety, and legislative issues related to motorcyclists. An agenda is included in Appendix A.

The Forum is co-sponsored by the Texas Transportation Institute's (TTI) Center for Transportation Safety (CTS), the Texas Department of Transportation (TxDOT) the Texas Department of Public Safety (TxDPS) and the Texas Motorcycle Safety Coalition (TMSC). The sponsors wish to extend a special thank you to Mike Steubgen, Executive Director, Austin Moose Lodge #1735 for the use of their facility, and Casey Bolt, Matt Didier, Paul Landers, and David Die for their valuable assistance with planning and logistics for the meeting. Thank you so much.

OPENING REMARKS

Dr. John Mounce, Director of Texas Transportation Institute's (TTI) Center for Transportation Safety (CTS), welcomed everyone to the 4th Annual Motorcycle Safety Forum. John recognized and thanked several key individuals for the time and effort that each contributed to help this year's Forum come together so smoothly.

Dr. Mounce highlighted the overall accomplishments Texas has made in reducing the number of motor vehicle fatalities, increasing seat belt use, and reducing the number of alcohol-related crashes. However, he





stressed the need to “get serious” about fixing the problems associated with motorcycle crashes - drinking and riding; lack of helmet use; unsafe motorcycle operation, training, licensing, and rider and motorist safety and awareness. Dr. Mounce pointed out that the continued efforts of those in attendance were extremely important in decreasing the number of riders killed on our roads and helping to make it safer for riders to enjoy what they love to do.



Mr. Terry Pence, the Director for the Traffic Safety Section of the Texas Department of Transportation (TxDOT), opened the Forum and thanked everyone for attending and taking time out of their busy schedules to be part of this year’s Forum. Mr. Pence shared that the annual Forum is an important part of the TxDOT program planning process as the information shared enables the agency to be better informed about potential

new initiatives to improve motorcycle safety. Next, Mr. Pence spoke about the alarming trends Texas is seeing regarding motorcycles. Terry noted that total motorcycle registrations are up 13.1% compared to only a 1.2% increase in motor vehicle registrations. He shared that rising gas prices sent many people looking for more fuel efficient alternatives such as motorcycles and mopeds. Mr. Pence reported that moped registrations increased by 72.7% from the previous year. Terry also noted that the substantial increase in motorcycle fatalities in Austin (31% of overall traffic fatalities in 2008 compared to 13% in 2007) was being echoed across the state. He shared that motorcycle fatalities in 2008 is 526, up 28.9% over the previous year. Motorcyclists represent 15.9% of all traffic-related deaths in Texas. Terry said that these numbers are just not acceptable, and that we all need to continue working together, through forums such as the one today, to bring these numbers down. .

WHY MOTORCYCLE FATALITIES CONTINUE TO RISE?

Ken Copeland

Mr. Ken Copeland, the Regional Program Manager with the National Highway Traffic Safety Administration (NHTSA), delivered an informative presentation on why motorcycle fatalities continue to rise. Mr. Copeland established the gravity of this issue by noting that motorcyclist fatalities have increased for the 10th year in a row, and now account for 13% of all traffic fatalities in the U.S. This is the highest number since 1975. He added that motorcycle safety is now more crucial than ever as motorcycles are becoming an increasingly popular mode of transportation. In fact, motorcycle registration has gone up 141% in the past 8 years. Ken reported that the largest





increase in motorcycle deaths was seen in the 60-69 year-old age cohort; followed by 70 years and older; and 50-59 year age group. Mr. Copeland shared that some of the increase can be attributed to alcohol use among riders, as 41% of all single vehicle fatal motorcycle crashes involved operators with a BAC of .08 or higher. Ken explained that speed also played a huge role in fatal crashes, noting that in 36% of all fatal motorcycle crashes, the operator was speeding. Mr. Copeland added that in fatal crashes involving a motorcycle and another vehicle, most of the time a vehicle was turning left while the motorcycle was going straight. Copeland emphasized the importance of operator training and making oneself visible on the road to ameliorate this concern.

MOTORCYCLE OPERATOR TRAINING: PRESENT & FUTURE CHALLENGES

Cindy Flores

Ms. Cindy Flores, a training specialist for the TxDPS Motorcycle Safety Unit, presented information about the Motorcycle Operator Training and Safety Program. Ms. Flores stated that since the start of the program in 1983, 317,160 students have been trained. More motorcyclists are seeking training as the program trained 39,792 students last year. Cindy presented information about the Unit's budget, goals, and expansion efforts. The program will receive \$883,702 FY 09/10 and \$200,000 in subsequent years for purchasing training motorcycles. Ms. Flores stated that 34 new sites were added in 2008 -- making a total of 161 training sites (including 11 mobile sites). Cindy reported that 62 new Rider Coaches were added -- making a total of 561 Rider Coaches and instructors. Ms. Flores shared that with the new mobile training units obtained in 2009 more students in rural areas will be able to get trained. She went on to say that the future will be met with several challenges, including maintaining growth to meet training demands and effective budgeting even if that means seeking additional funds to support future program growth.



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MOTORCYCLE SAFETY PROGRAM OVERVIEW

Gonzalo Ponce



Mr. Gonzalo Ponce, TxDOT's Motorcycle Safety Program Manager, provided an overview of the Department's successes in supporting statewide efforts to improve motorcycle safety. Mr. Ponce highlighted several key projects that have been funded like, as Cindy mentioned, the DPS Motorcycle Safety Training Program Enhancement project for expanding their mobile training



program. Another wide reaching project is the Motorists Awareness of Motorcyclists (MAM) campaign that consists of radio and television public service announcements (PSA), outdoor campaign materials, event outreach, and a dedicated website, www.LookLearnLive.org. Mr. Ponce shared that TxDOT produced the “Look Twice for Motorcycles” PSA’s for the Summer Safety Campaign which consists of radio and television PSA’s and outdoor media billboards. Ponce said that this campaign’s focus is to encourage motorists to drive a safe speed and to pay particular attention to motorcyclists. The Summer Safety Campaign coincided during the internationally recognized “Ride to Work Day”; July 14, 2008 – July 25, 2008. Some billboards still remain to remind motorist to be aware of motorcyclists.

MOTORCYCLE AWARENESS CAMPAIGN

Patricia Turner

Ms. Patricia Turner, Assistant Research Scientist at TTI’s Center for Transportation Safety, shared information about the ongoing motorcycle safety and awareness campaign and other motorcycle safety initiatives that TTI is conducting. Ms. Turner provided an overview of the past three years in which TTI has partnered with the TxDOT and DPS to develop educational materials and messages for both drivers and riders to help improve the safety for motorcyclists and reduce the number of motorcycle crashes and injuries.



Patricia shared that TTI plans to launch the *Look Twice for Motorcycles* campaign message to remind drivers to be more aware of motorcycles on the roadways as they travel and to share the road safely in conjunction with the International ride to work day in June. Turner said the *Look Twice for Motorcycles* campaign message will reach residents via billboards, transit bus wraps and radio and television public service announcements. The message also incorporates the “Share the Road” decal displayed on TxDOT roadway signs across the state. Ms. Turner played the television PSAs for the group in addition to the “It Isn’t Rocket Science” video developed for driver’s education and defensive driving courses. For more information, go to www.LookLearnLive.org.

DRIVER EDUCATION INSTRUCTION RELATED TO MOTORCYCLE AWARENESS

Nina Saint

Nina Saint, Driver Training Division Manager for the Texas Education Agency (TEA), emphasized the importance of integrating motorcycles and motorcyclist safety into the Defensive Driving and Teenage Driver Education programs.

Motorcycles need to be integrated and emphasized in these curriculums so that students will start looking for motorcycles and learn how to share the road safety with motorcyclists and other vulnerable road users. Nina recommended that the curriculum include: motorcyclists as a vulnerable roadway user and information on how to interact with, identify, and evaluate risk of



motorcyclists on the road; the laws and responsibilities of sharing the road with motorcyclists; the effects of impaired driving on crashes involving motorcycles; and the maintenance and licensing of motorcycles. Those interested in sharing what they believe should be included in Defensive Driving and Driver Education Courses we asked to complete the TEA's Motorist Awareness Survey.

CRASH COURSE FOR THE MOTORCYCLIST: BYSTANDERS ASSISTANCE PROGRAMS

C. "Denise" Carey

Ms. Denise Carey, Lead Instructor for Accident Scene Management, Inc (ASMI) provided an interesting presentation about the ASMI., A Crash Course for the Motorcyclist. ASMI was established in 1996 to address necessary information and skills associated with crashes. Ms. Carey said the program has grown to over 100 instructors in 26 states, who in turn have trained over 12,000 students. Ms. Carey went on to explain the importance of crash scene bystanders to have



the knowledge to prevent further injury, assess the situation, contact the EMS, and treat the injured with life sustaining care. Denise presented the "ABC's" of trauma (the priorities of treatment): airway, breathing (jaw thrust), circulation (obvious external bleeding), shock (internal bleeding), and spinal immobilization. Ms. Carey explained that ASMI instructors can teach independently and that instructors should charge around \$55 per student. She also mentioned there are basic and advanced courses. ASMI surveyed students who completed the course and found that almost one third said they had applied the knowledge that they obtained in class. Denise reported that 87% said they rode with

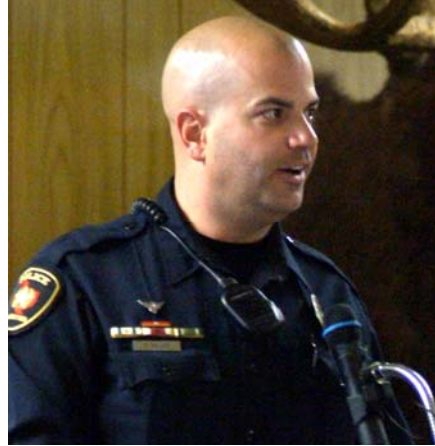
more caution after class. In the future, ASMI hopes to provide training for EMS in Texas and increase the number of bystanders and instructors trained.



PROMOTING RESPONSIBLE RIDING: S.M.A.R.T. MOTORCYCLE PROGRAM

Chris Holder

Officer Chris Holder, a motor officer with the Arlington Police Department, discussed a law enforcement initiative to reduce unsafe motorcycle riding and fatalities and to encourage riders to ride responsibly and S.M.A.R.T. The program started because of the alarming increase in the percentage of motorcycle fatalities in Arlington over the past few years. He stated that 7 out of 10 riders involved in fatal motorcycle crashes did not wear helmets, and that 6 out of 10 of the crashes involved alcohol. Chris shared that the S.M.A.R.T. program is a zero tolerance approach against unsafe motorcycle riding. S.M.A.R.T. is -- Safety equipment/protection



(including helmets), Motorcycle license/endorsement, Awareness (being alert and aware of surroundings at all times), Responsible (Riding sober), and Traffic laws (Obeying all traffic laws including the helmet law, equipment, lights, etc). Officer Holder talked about how the campaign was launched (through a webpage, media event, printed flyers, riding clubs, and motorcycle dealerships). Police officers increased enforcement of traffic laws, arrests, and even towed some violator's bikes. Officer Holder offered to provide help and share results with other law enforcement agencies interested in starting a S.M.A.R.T. program.

LEGISLATIVE TOPICS INVOLVING MOTORCYCLISTS

Quinn Brackett



Dr. Quinn Brackett, Senior Research Scientist at TTI's CTS discussed recent Senate and House bills pertaining to motorcycles. These include: SB 506 (lane sharing during congestion), SB 488/HB 827 (vulnerable road users), HB 339 (operating restrictions for minors), and HB 662 (wireless usage by minors). He also referenced administrative legislation including: HB 454 (driver responsibility

violations), SB 82 (court assessed fees for training), HB 116 (vehicle registration fees), and SB 16 (air quality). For more details on legislation affecting motorcycles, visit <http://www.legis.state.tx.us>, www.looklearnlive.org or contact Dr. Brackett at q-brackett@timail.tamu.edu.



TEXAS MOTORCYCLE SAFETY COALITION

Troy Walden

Troy Walden, TMSC Chair and Assistant Research Scientist with the CTS, talked about the Texas Motorcycle Safety Coalition (TMSC). The Coalition is composed of individuals dedicated to identifying ways to best improve motorcycle safety and reduce crashes and resulting fatalities and injuries. The first TMSC meeting was held December 4, 2008 at TTI. Members elected officers to a Coalition Board, established the name,



discussed strategies, and revised proposed bylaws. A second meeting took place January 9, 2009 where the Board finished revisions to the bylaws and discussed topics for the upcoming Forum. Troy introduced officers and recognized other Board members. Officers present included: David Die, Vice Chair, and Terri Williams, Secretary. Board members present were Ray Brockie, Debbie Conboy, Jeff Kaufman, Michael Kellett, Bill Paxton, Bear Prince, Keith Rowell, Jude Schexnyder, Jim Stanford, and David Yeater. Troy announced that attendees could become members of the TMSC – either as a participating member or in an advisory capacity. For more information about becoming a Coalition member contact Patricia Turner at p-turner@tamu.edu.

CLOSING REMARKS

Mr. Terry Pence thanked everyone for attending the 4th Annual Motorcycle Safety Forum and extended his sincere appreciation to all of the speakers for helping to raise awareness about motorcycle safety issues and programs to address these issues. Participants were asked to provide feedback on topics of interest and ways to improve future forums.

FEEDBACK SUMMARY

Twenty-eight participants provided feedback. There was a consensus that the Forum adequately covered motorcycle safety concerns in our state, and the majority indicated that they gained new information about what is being done to address motorcycle safety. Respondents enjoyed hearing about the bystander assistance program, TEA's efforts to include motorcycles in driver's education and TTI/TxDOT's campaign to increase motorists' awareness of motorcycles. Topics suggested for upcoming forums include identifying road hazards to motorcyclists, how technology can improve motorcycle safety, and crash avoidance skills for motorcyclists. Overall, attendees enjoyed the Forum, however, some indicated that they would like more time for dialogue between presentations and additional time to focus on committee work.

APPENDIX A:
FORUM AGENDA



TEXAS MOTORCYCLE SAFETY FORUM AGENDA

Thursday, February 12, 2009
Austin Moose Lodge # 1735
2103 E.M. Franklin
Austin, Texas 78723

Participating Agencies:



- | | |
|-------------------------|--|
| 10:00 – 10:20 am | <p><i>Opening Remarks</i>
 John Mounce, Director, Center for Transportation Safety (CTS), Texas Transportation Institute (TTI)</p> <p>Terry Pence, Director, Traffic Safety Section, Texas Department of Transportation</p> |
| 10:20 – 10:40 am | <p><i>Why Motorcycle Fatalities Continue to Rise</i>
 Kenneth W. Copeland, Program Manager, Region VI, National Highway Traffic Safety Administration</p> |
| 10:40 – 11:00 am | <p><i>Motorcycle Operator Training: Present & Future Challenges</i>
 Cindy Flores, Motorcycle Safety Unit, Texas Department of Public Safety</p> |
| 11:00 – 11:20 am | <p><i>Motorcycle Safety Program Overview</i>
 Gonzalo Ponce, Program Manager, Texas Department of Transportation</p> |
| 11:20 – 11:40 am | <p><i>Motorcycle Awareness Campaign</i>
 Patricia A. Turner, Associate Research Scientist, TTI, Center for Transportation Safety</p> |
| 11:40 – 12:00 pm | <p><i>Driver Education Instruction Related to Motorcycle Awareness</i>
 Nina Saint, Manager, Driver Training Division, Texas Education Agency</p> |
| 12:00 – 1:00 pm | Lunch |

SPECIAL THANKS TO THE AUSTIN MOOSE LODGE

**TEXAS MOTORCYCLE SAFETY FORUM
AGENDA (CONT'D)**

- 1:00 – 1:20 am** ***Crash Course for the Motorcyclist: Bystanders Assistance Programs***
C. Denise Carey, RN, Lead Instructor/ Instructor Trainer, Accident Scene Management, Inc
- 1:20 – 1:40 am** ***Promoting Responsible Riding: S.M.A.R.T. Motorcycle Program***
Chris Holder, Arlington Police Department
- 1:40 – 2:00 pm** ***Legislative Topics Involving Motorcyclists***
Quinn Brackett, Senior Research Associate, TTI, Center for Transportation Safety
- 2:00 – 2:30 pm** ***Texas Motorcycle Safety Coalition & Board Introductions***
Troy Walden, TMSC Chair & Assistant Research Scientist, TTI, Center for Transportation Safety
- 2:30 – 2:45 pm** ***Open Discussion***
- 2:45 – 3:00 pm** ***Closing Remarks***

APPENDIX B:
FORUM FEEDBACK FORM



2009 TEXAS MOTORCYCLE SAFETY FORUM FEEDBACK FORM

Please check appropriate box.

	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1. This forum provided me with knowledge of the motorcycle safety concerns in our state.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The participant materials (presentations, handouts, etc.) will be useful to me in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I gained new knowledge about what is being done to address motorcycle safety in our state.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Which topics were most interesting to you? (Please check all that apply).

- Why Motorcycle Fatalities Continue to Rise
- Motorcycle Operator Training: Present and Future Challenges
- TxDOT's Motorcycle Safety Program Overview
- Motorcycle Awareness Campaign
- Driver Education Instruction Related to Motorcycle Awareness
- Crash Course for the Motorcyclist: Accident Scene Management, Inc.
- Promoting Responsible Riding: S.M.A.R.T. Motorcycle Program
- Legislative Topics Involving Motorcyclists
- Texas Motorcycle Safety Coalition and Board Introductions

5. Which of the above topics would you like to know more about?

6. What part of this forum was most useful to you?

7. What other topics would you like to hear about at future forums?

8. What about this forum was most useful to you?

9. How can we improve the Texas Motorcycle Safety Forum?

10. Would you be interested in attending next year's forum or other related events?

Yes No Maybe

11. Would you encourage your colleagues to attend future forums?

Yes No Maybe

Additional Comments:
