



Improving the Safety of Your Motorcyclists – What Can Driver's Licensing Bodies Do?

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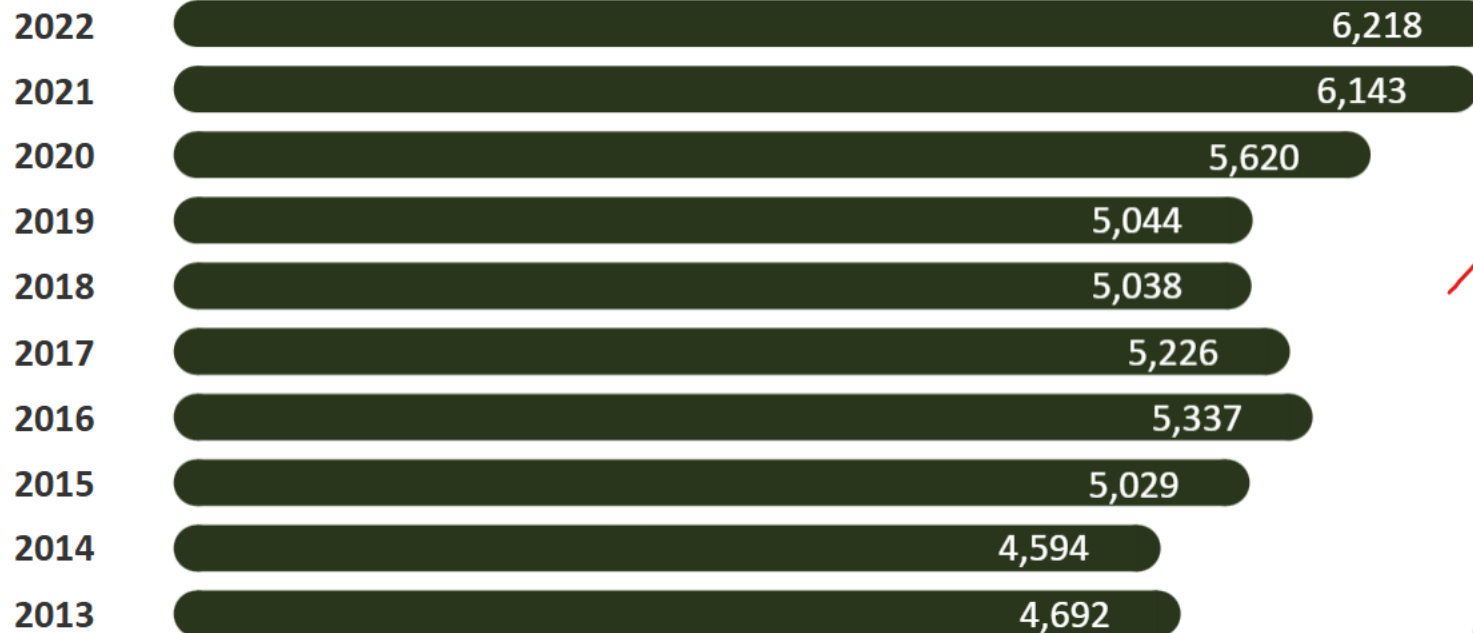
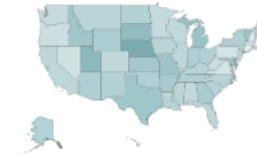
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Why are we here?

Motorcyclist Safety is an Issue

National
Motorcyclist Fatalities, 2013-2022
52,941



Note: Select one year or consecutive years only



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Why Are We Here?

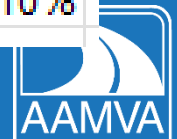
In Utah:

Utah Motorcyclist Fatalities - Trained

Year	Total fatalities	MSF yes	MSF unknown	MSF no
2020	45	9	6	30
2021	41	3	5	33
2022	50	8	9	33
2023	42	3	4	35
2024	52	5	8	44
Totals	230	28	32	175
		12%	13%	76%

Utah Motorcyclist Fatalities - Licensure Status

Year	total fatalities	endorsement yes	endorsement unknown	endorsement no	endorsement permit
2020	45	24	12	6	3
2021	41	17	5	16	3
2022	50	18	9	20	3
2023	42	22	4	9	7
2024	54	18	8	19	9
Totals	230	99	38	70	25
		43%	16%	30%	10%



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Why Motorcyclist Safety is an Issue

1. Over representation in fatalities
2. What are the three main differences between motorcycles & automobiles?
 - a) Less protection
 - b) Must balance
 - c) Less visibility



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What we'll cover

1. Public awareness
2. Problem identification and licensure data
3. Motorcycle rider examiner testing



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1. Public Awareness

Typical public licensure information on motorcycles:
What are they?

- State process and requirements on licensure, title, registration, and insurance
- State riding gear requirements
- State motorcycle definitions and equipment requirements
- Links to state approved motorcycle rider safety courses



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1. Public Awareness - Considerations

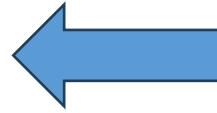
1. Approved motorcycle rider safety courses with rationale
2. List all riding gear with rationale
3. Motorcycle rider safety videos
4. Impactful statistics
5. DMV internal TV screens – Simple stats and short videos
6. Using “Do” language and motorcyclist lingo to improve desired outcomes
7. Safety terminology to improve individual reflection
8. All vehicles - Driving feedback devices



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2. Problem Identification - Guidance



NHTSA Motorcyclist Safety – Uniform Guidelines



NHTSA – Countermeasures That Work 



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2. Problem Identification

- State and National Data Sources

- ▶ NHTSA data tools - cdan.dot.gov
 - ▶ [Fatal Motor Vehicle Crash Data Visualization Tool](#)
 - ▶ [Fatality and Injury Reporting System Tool \(FIRST\)](#)
- ▶ State data tools
 - ▶ Traffic Records Coordinating Committee (TRCC)
 - ▶ FARS Analyst – Fatal records only



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2. Licensing Data – Considerations

1. Relationship with Rider Training Office
2. What data can be released?
3. Cost for obtaining report/data?
4. Licensure data gives insights over a longer timespan for two main views
 - a) Tied to Rider Training, if Rider Training is a field in the driver record
 - b) Tied to general motorcycling population, trained or not





2. Licensing Data – Considerations

5. Licensure data is generally:

- a) Trained/tested/transferred (T³)
- b) Convictions (unlikely to have citations)
- c) Suspensions (and why, i.e., impaired, recidivism, etc. [12 total])
- d) Crashes

6. Analysis

- a) Look at specific changes in data over time in the T³ groups

7. Action

- a) General population – modify messaging?
- b) Trained population – communicate with Rider Training Office





2. Problem Identification and Licensure Data

1. Guideline #3 on the *NHTSA Motorcycle[ist] Safety, Uniform Guidelines* contains topics licensing bodies should review on a schedule, bullet 5 states:
 - a) *Cross-referencing of motorcycle registrations with motorcycle licenses to identify motorcycle owners who may not have the proper endorsement;*

2. Countermeasures that Work also lists:
 - a) Graduated Driver's Licensing for Motorcyclists

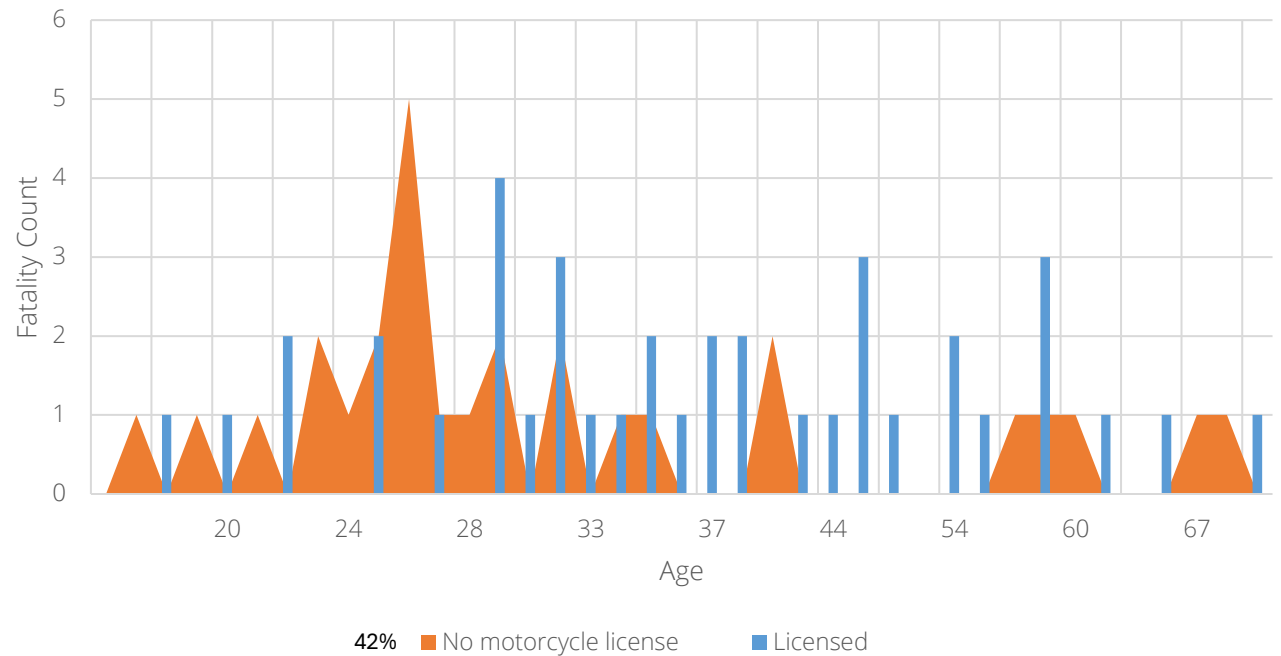
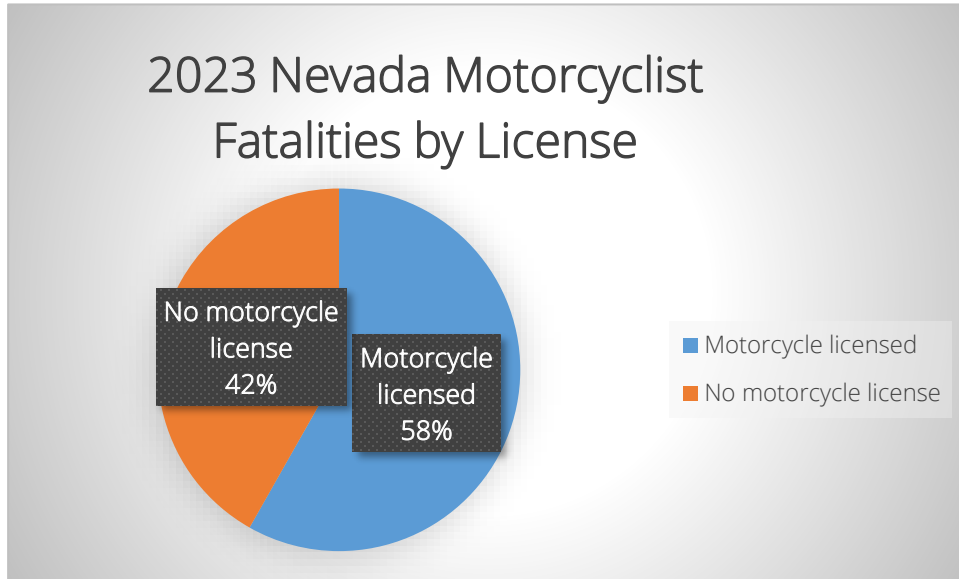


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2. Problem Identification - Example

To take effective action, data needs to show a problem

Nevada 2023 Preliminary Data - Motorcyclist Fatalities by Motorcycle Licensure by Age



What the problem does this graph illustrate?



2. Example - Targeted mailings

1. Remember topic 3, bullet 5 from the Uniform Guidelines?
2. Motorcycle registration data/motorcycle licensure status
 - a) If they have a motorcycle registration, no motorcycle license, then you have a recipient
3. Mailing considerations:
 - a) What name or agency should be on the letterhead?
 - b) Caution: some recipients might view this as government overreach
 - c) What should your message say?





2. Targeted Mailings - State of Virginia

1. Data pull #1 – all registered motorcyclists; Data pull #2 – on all motorcyclist crashes/fatalities. → 76% were untrained, 26% were unendorsed
2. DMV Commissioner wrote/mailed out 200k letters & inserts
3. Advertised via Social media, radio, and TV - traffic/weather sponsorships
4. Goal was to reduce crashes by 10%, crashes went up by 4%, but the severity went down by 12%. Course enrollment went up slightly but only due to training enrollment issue which delayed media presence for 3 months
5. Also, offered a free MSF Circuit Rider's Course, well attended



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Gerald F. Lackey, Ph.D.
Commissioner



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Virginia motorcyclist,

There's no thrill like hitting the open road on your motorcycle. It's a rush of freedom and adrenaline that's unmatched by any other mode of transport.

But with great freedom comes great responsibility- ensuring you ride home safe and sound. Shockingly, 76% of motorcyclists involved in crashes in Virginia haven't completed a training course. And a staggering one-in-four riders in crashes aren't even legally endorsed to ride on Virginia roads!

As Commissioner of the Virginia Department of Motor Vehicles and a fellow rider, I know firsthand the importance of proper training. Whether you're a newbie or a seasoned pro, a certified training course can sharpen your skills and save lives.

This year, Virginia is on a mission to slash motorcycle crashes by 10%. But we can't do it alone. It's clear from the data that untrained and unendorsed riders are a big part of the problem.

So here's the deal: **Get trained!** The Virginia Rider Training Program offers one- and two-day courses all year round at locations across the state. And here's the kicker - completing the course qualifies you for that all-important endorsement on your license. It's a no-brainer!

Keep riding!

Yours in service,

Commissioner Lackey



A motorcycle is a fantastic way to travel Virginia – if you travel safely. Unfortunately, not getting the proper training or a Virginia motorcycle endorsement leads to crashes.

Virginia Facts

- 3/4 motorcyclists in crashes haven't taken a Virginia Rider Training Program course
- 1/4 motorcyclists in crashes aren't legally licensed to operate a motorcycle

Scan this QR code to find a Virginia Rider Training Program course near you. Taking this course will waive the DMV knowledge and road skills tests so you can get your motorcycle endorsement quicker and get back out on the road. Refresher courses are also available for already endorsed riders looking to up their game.

dmv.virginia.gov/safety



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3. Motorcycle Rider Examiner Testing

1. Initial examiner training – classroom (driver services) and practical (MSP)
2. Professional Development
3. Quality Assurance
4. Recertification requirements



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Website Resources

1. [VA Motorcycle Rider Safety Videos](#)
2. [VA Riding Gear](#)
3. [NV Motorcycle Rider Safety Videos](#)
4. [WA – Motorcycle Awareness: A Second Look](#)
5. [MI – Avoid inattentional blindness – watch for motorcyclists](#)
6. [SMARTER – Licensing Research Studies](#)
7. [SMSA – Motorcycle Safety Resources](#)



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Thank you!

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