

**Toward zero deaths:
Who needs to do the heavy lifting?
(Motorcycle Crash Trend in Florida)**

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Unprecedented Degree of Mobility

- “Motor vehicle travel is the primary means of transportation in the United States, providing an unprecedented degree of mobility. Yet for all its advantages, motor vehicle crashes are the leading cause of death for age 4 and every age 11 through 27 (based on 2009 data).”

NHTSA Traffic Safety Facts

<http://www-nrd.nhtsa.dot.gov/Pubs/811753.pdf>

Pandemic?

- CDC estimated that between about 2,500 and 6,000 2009 H1N1-related deaths occurred between April and October 17, 2009. The mid-level in **this range was about 3,900** 2009 H1N1-related deaths.
http://www.cdc.gov/h1n1flu/estimates_2009_h1n1.htm
- In 2011, **32,367 people were killed** in the estimated 5,338,000 police-reported motor vehicle traffic crashes



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Toward Zero Deaths: A National Strategy on Highway Safety

- will be a data-driven effort focusing on identifying and creating opportunities for changing American culture as it relates to highway safety.
- will also focus on developing strong leadership and champions in the organizations that can directly impact highway safety through engineering, enforcement, education, emergency medical service (EMS), policy, public health, communications, and other efforts.



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Toward zero deaths

Create Date: 10/7/2013

Florida Traffic Crash Statistics Summary

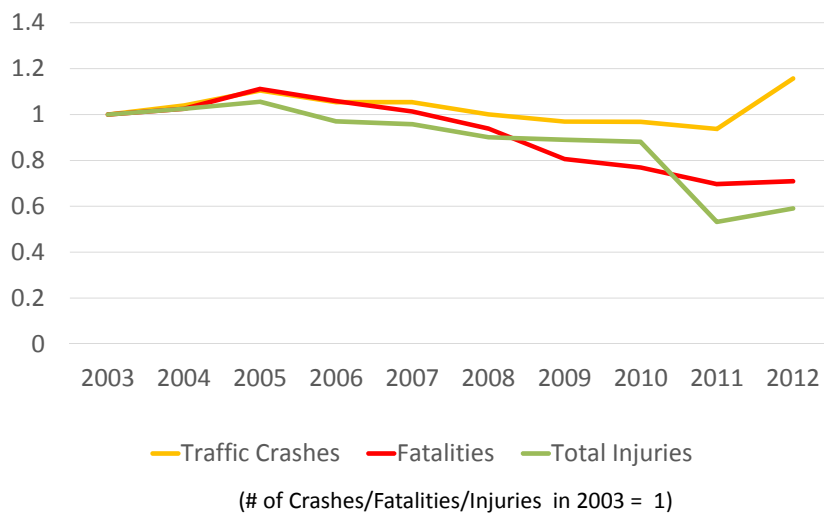
Summary Category	2010	2011	2012	Percent Change	3 Year Average
Traffic crashes	235,461	227,998	281,340	23.40%	248,266
Drivers involved	338,112	334,809	468,470	39.92%	380,463
Average crashes per day	645	625	770	23.40%	680
Mileage Death Rate (per 100 million VMT)	1.25	1.25	1.27	1.57%	1.25
Fatal crashes	2,261	2,214	2,255	1.85%	2,243
Fatalities	2,444	2,400	2,430	1.25%	2,424
Injury crashes	124,847	117,903	130,902	11.03%	124,550
Injuries	195,104	181,654	198,032	9.02%	191,596
Property damage only crashes	108,353	107,883	149,044	38.15%	121,760

Source: Florida DHSMV



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Indexed Traffic Crashes in Florida



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Motorcycle Crash



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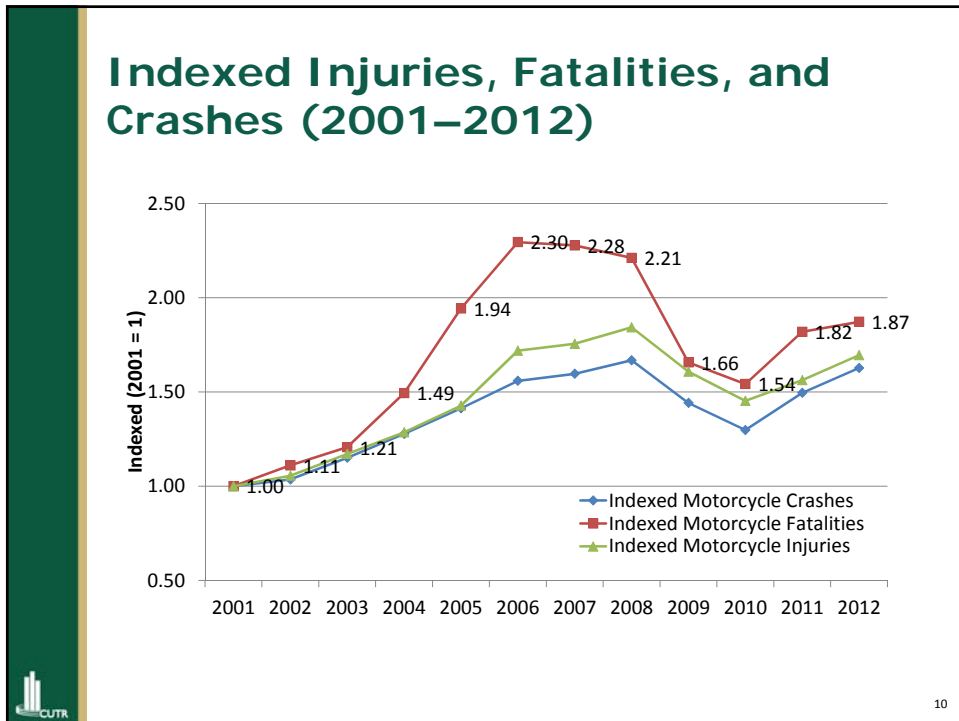
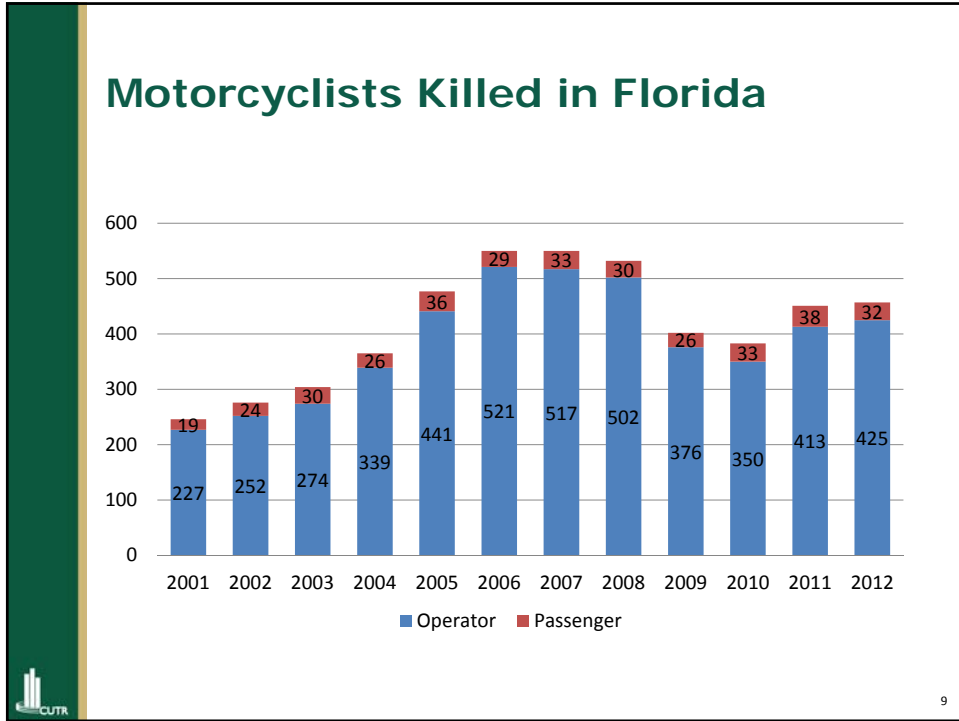
According to NHTSA,

- In 2011, 4,612 motorcyclists were killed in motor vehicle traffic crashes.
- Motorcycles made up 3 percent of all registered vehicles in the United States in 2011 and accounted for only 0.6 percent of all vehicle miles traveled.

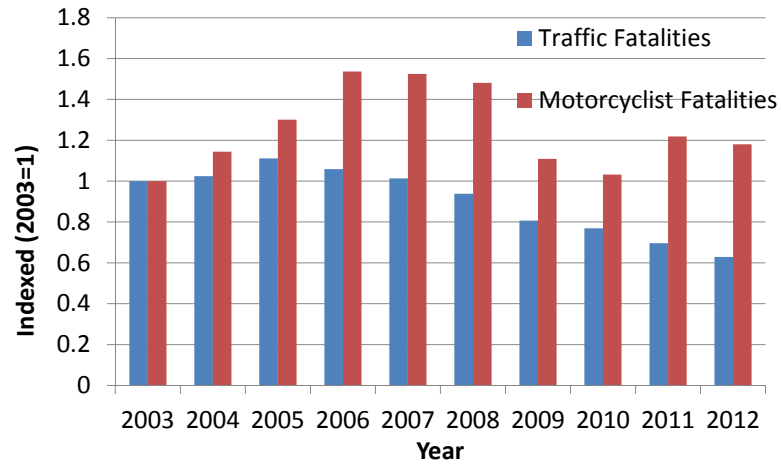
<http://www-nrd.nhtsa.dot.gov/Pubs/811765.pdf>



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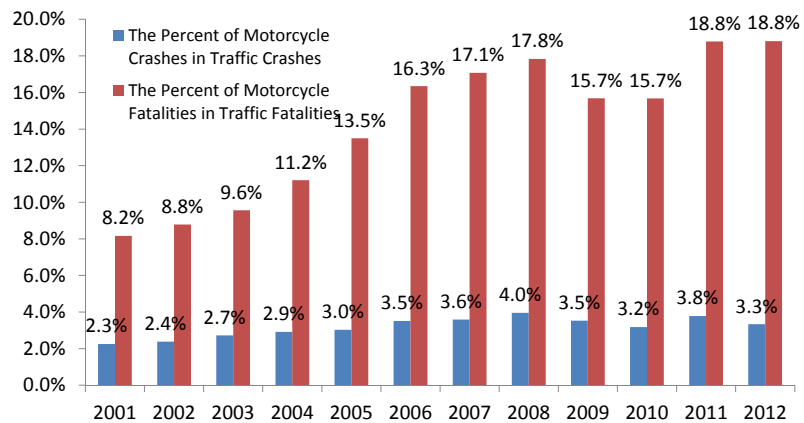


Indexed Crash Trend in Florida, 2003-2012



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Percent of Motorcycle Fatalities* and Crashes in All Traffic Crashes

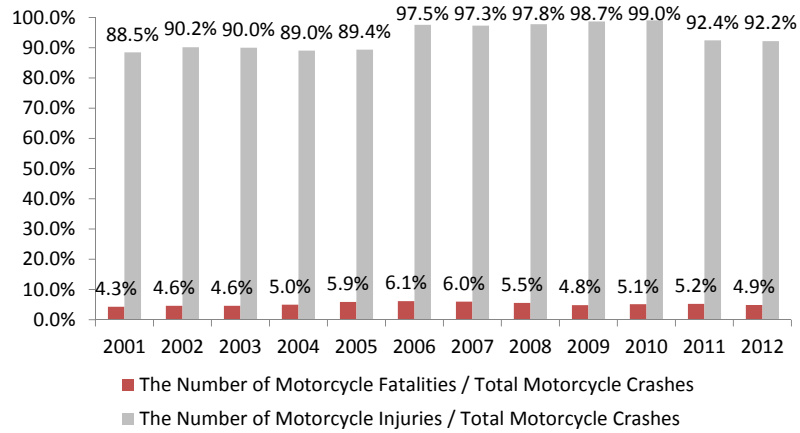


*Operator Only



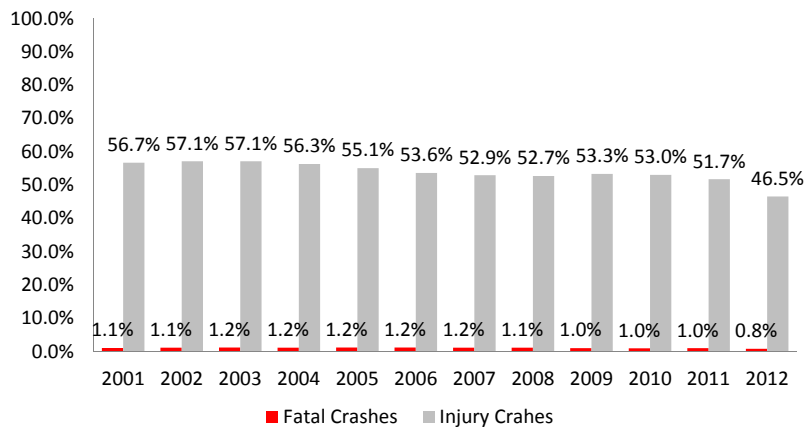
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Percent of Fatal and Injury Crashes in Motorcycle Crashes



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Percent of Fatal and Injury Crashes in All Traffic Crashes



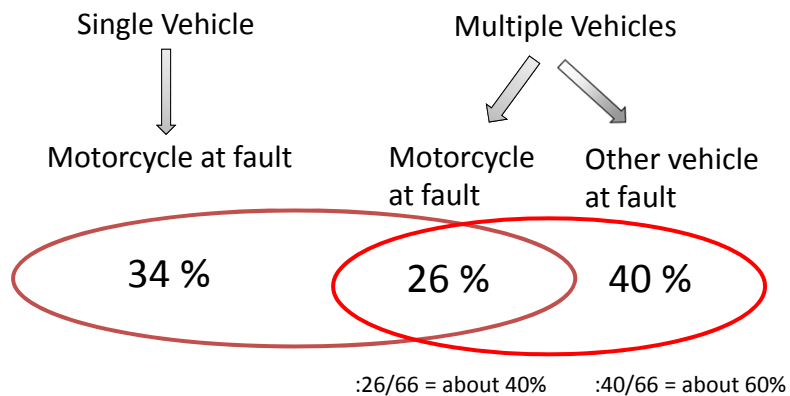
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At-Fault

- Motorcycle riders are particularly vulnerable, and are seen by drivers as taking greater risks than other road users.
- Public perception is that motorcycle riders are reckless and more likely to ride at higher speeds.
- On the other hand, many motorcycle riders believe that drivers need more education and should have a greater awareness of motorcycles on the road. These opposing perceptions logically raise the question of fault, especially in motorcycle-motor vehicle crashes.



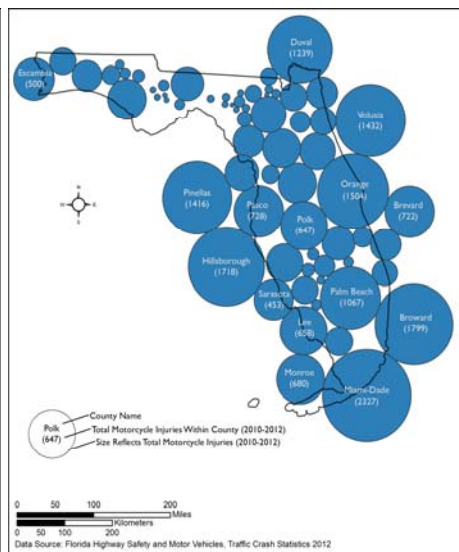
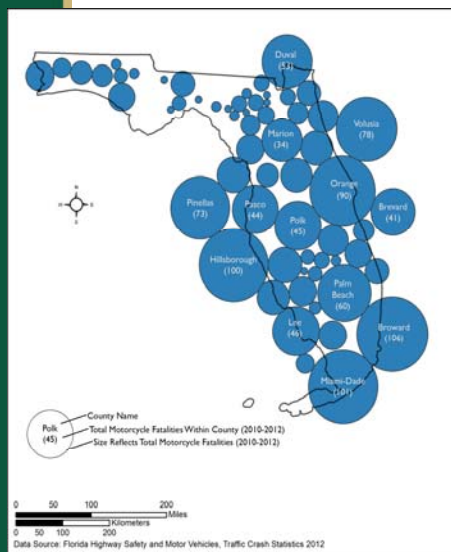
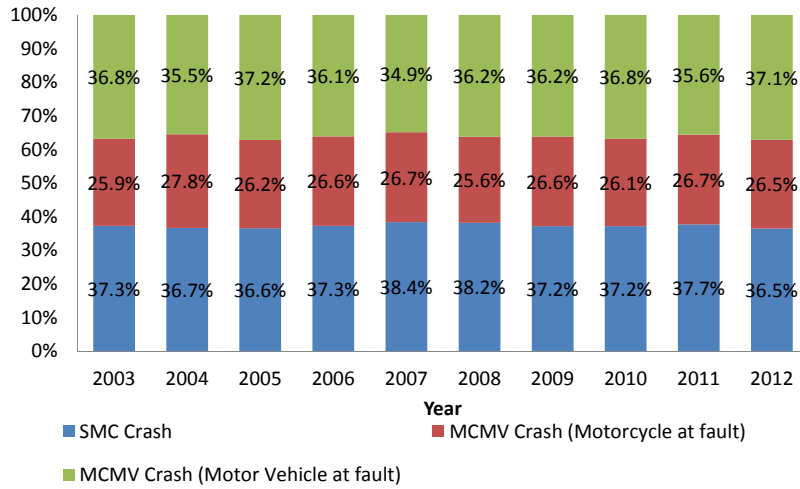
Motorcycle Crash

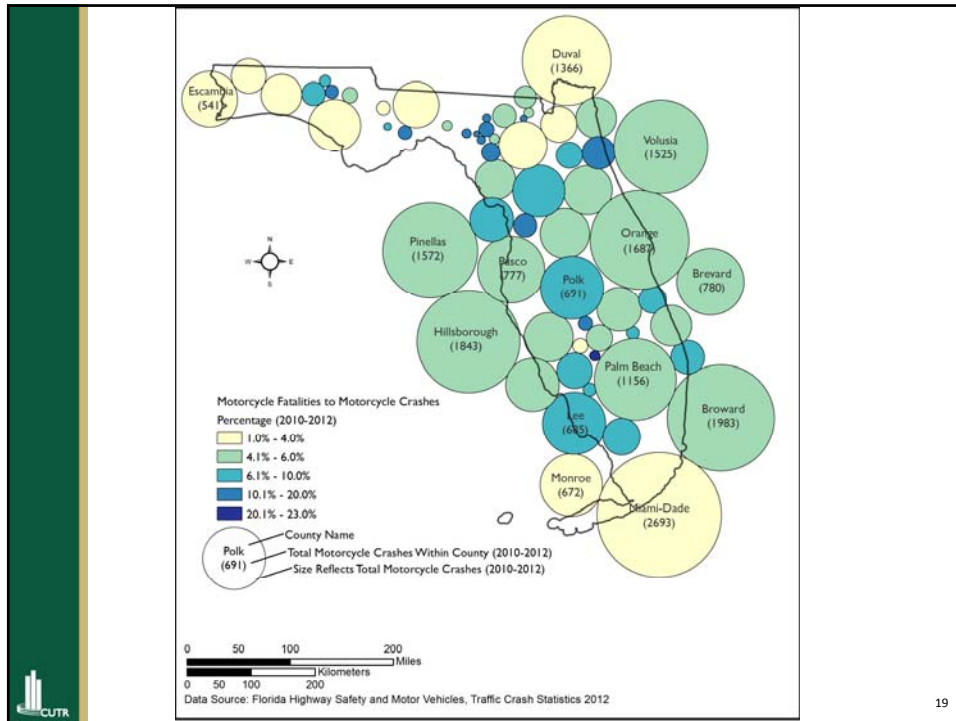


Single Vehicle Crash for passenger car > 13-15%



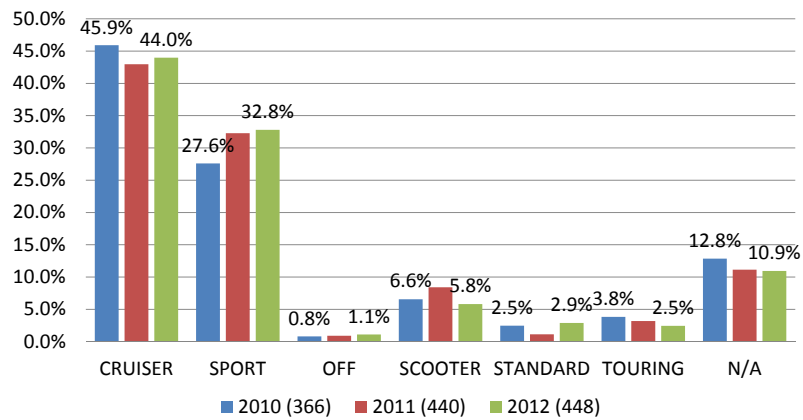
Motorcycle Crashes in Florida by At-Fault Vehicle





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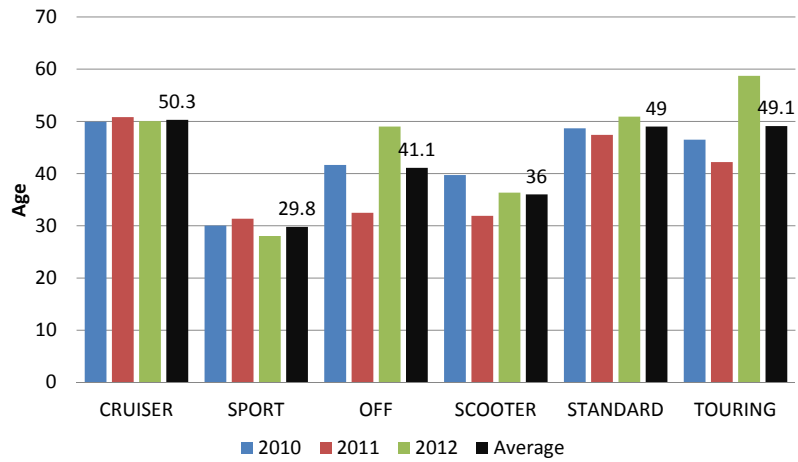
Bike Types in Fatal Motorcycle Crashes



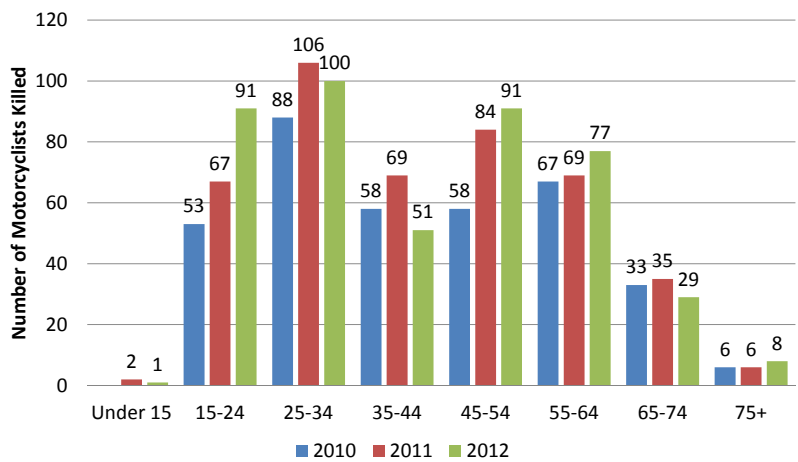
(): Sample Size

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Average Age of MC Operator in Fatal Motorcycle Crashes by Bike Type



Number of Motorcyclists Killed by Age



Countermeasures that work



<http://www.digitaltrends.com/cars/buying-your-first-motorcycle-everything-you-need-to-know/#lyHSNS>



DOT-Compliant Helmet

CDC Features > Features by Date

Recommend 264 Tweet 2 Share

Motorcycle Safety



Helmets save motorcycle riders' lives. And universal helmet laws, which require that every motorcycle rider and passenger wear a helmet whenever they ride, can increase helmet use and save money, according to a new CDC study.

The Reality

Preventing serious injuries and deaths from motorcycle crashes is a major and growing public health concern.

Consider that:

- Motorcycle crashes killed 4,502 people in 2010.
- Motorcycle-related deaths have increased by 55% since 2000.
- Motorcycle crash-related injuries and deaths totaled \$12 billion in one year, in medical care costs and productivity losses.

The good news is that riders—and their passengers—can protect themselves by wearing helmets. Helmets are estimated to prevent 37 percent of crash deaths among motorcycle riders and 41 percent of crash deaths for motorcycle passengers.

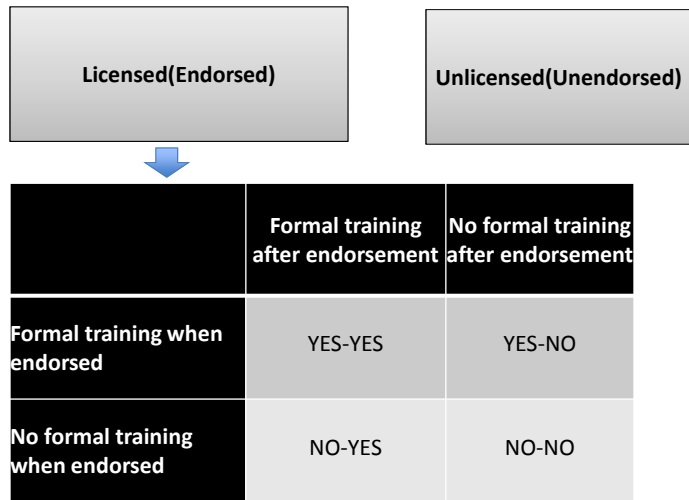
Motorcycle Safety: How To Save Lives and Save Money (Motorcycle Safety Guide) was developed by CDC to provide evidence-based motorcycle safety information in an easy-to-use format. The Guide provides key details on:

- the public health significance of motorcycle crashes,
- the best way to protect motorcycle riders,
- state-by-state data on motorcycle-related deaths and economic costs, and
- what you can do to increase motorcycle safety.

The Guide and **state-based fact sheets** are available online.



Motorcyclists



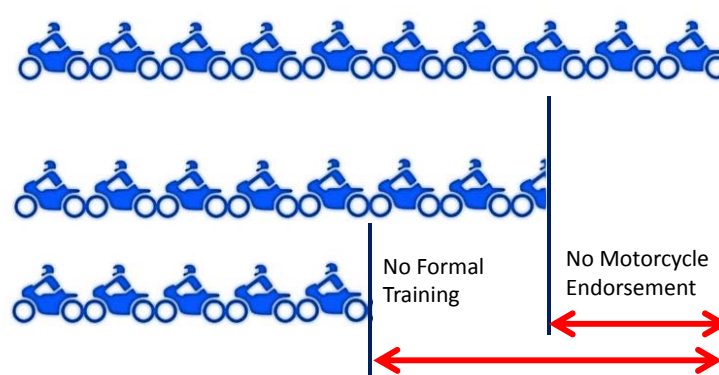
Formal Training vs. Endorsement

	Formal training after endorsement	No formal training after endorsement	Total
Formal training when endorsed	14% YES-YES	52% YES-NO	66%
No formal training when endorsed	7% NO-YES	27% NO-NO	34%
Total	21%	79%	100%

Florida Motorcyclist Survey 2013



Out of 10 motorcyclists in Florida



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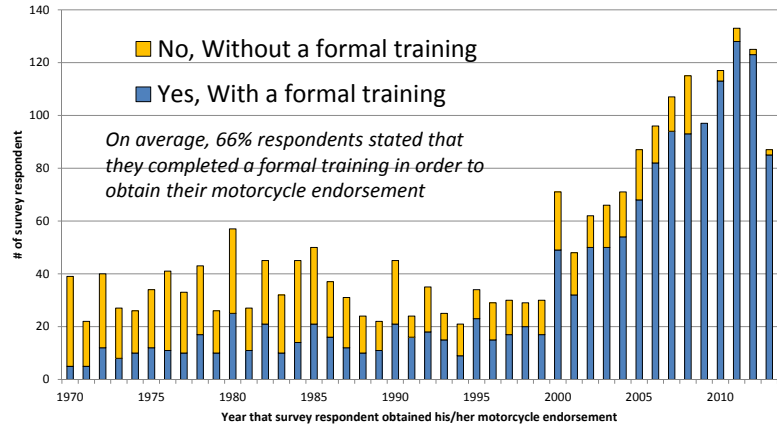
Florida was the one of first state to adopt a mandatory training law (July 2008)

- Florida was the first state to adopt a mandatory training law requiring all motorcyclists, regardless of age, to attend a motorcycle training course in order to obtain a motorcycle endorsement on their license.
- In addition, the mandatory training course is standardized across the state and follows the Motorcycle Safety Foundation's (MSF) curricula for the Basic Rider Course (BRC).
- Furthermore, the Florida Rider Training Program (F RTP) monitors all course providers in the state to ensure they are upholding all MSF standards, including training sites, course structure, and instructor training.



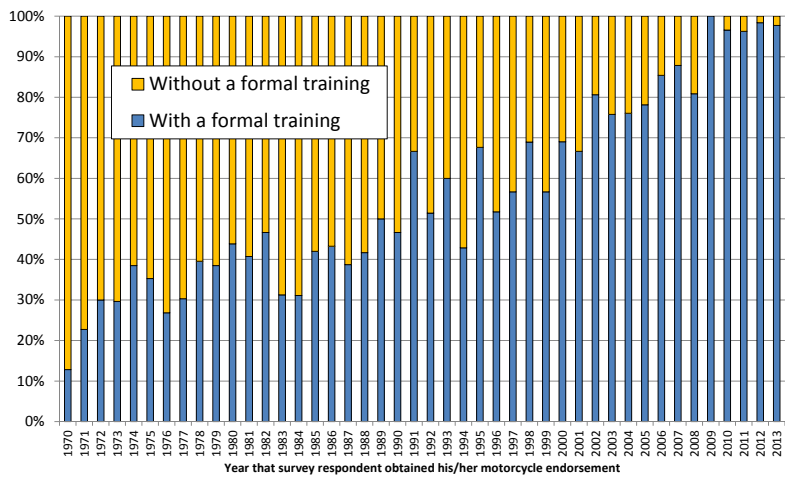
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Did you complete formal motorcycle training, such as the MSF's Basic Rider Course, in order to obtain your motorcycle endorsement?



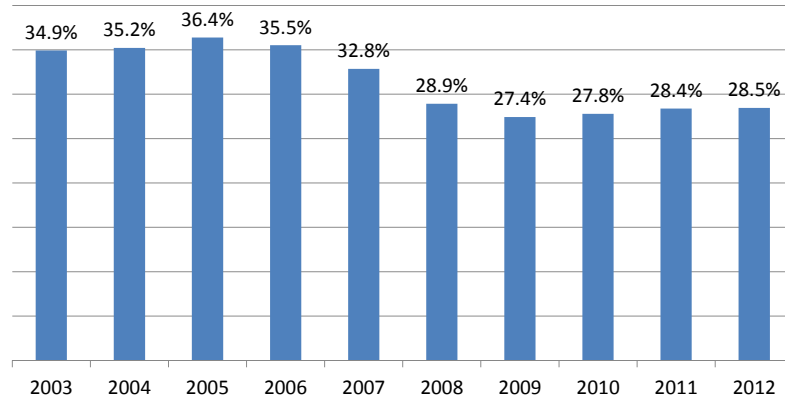
Florida Motorcyclist Survey 2013

Proportion of motorcyclists with/without a formal training for endorsement



Florida Motorcyclist Survey 2013

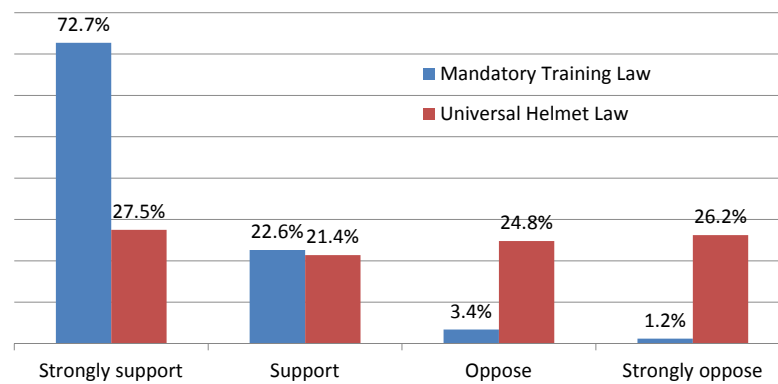
Unendorsed Motorcyclists based on Crash Data



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What is your position towards the reinstatement of a universal helmet law in Florida?

What is your opinion regarding the 2008 Florida Statue that requires all new riders to complete a basic training course in order to obtain a motorcycle endorsement?



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What made you decide to take the Basic Rider Course?

	2011	2012	2013
Court order	3.7%	3.2%	1.8%
I am a new rider and want to have a motorcycle endorsement	64.3%	64.0%	65.4%
I have been riding and need a motorcycle endorsement	27.4%	26.0%	26.4%
I wanted to improve my skills	2.6%	4.6%	3.2%
Other	2.0%	2.2%	3.2%
Total	100.0% (543)	100.0% (497)	100.0% (500)



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Riding Experience Prior to Course

	2011	2012	2013
Very experienced	13.7%	16.1%	11.7%
Somewhat experienced	40.6%	34.3%	32.4%
Somewhat inexperienced	19.3%	18.1%	22.1%
Very inexperienced (I have never ridden a motorcycle prior to the course)	26.4%	31.5%	33.8%
Total	100% (539)	100% (496)	100% (497)



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Would you recommend the MSF Basic Rider Course (BRC) to an experienced motorcyclist?

All

	Response (488)
Yes	86.7%
No	13.3%

Very experienced

	Response (57)
Yes	77.2%
No	22.9%



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Would you consider taking the Experienced Rider Course (ERC)?

Motorcycle riding experience prior to taking the Basic Rider Course(BRC)	YES
Very experienced	77.2%
Somewhat experienced	82.2%
Somewhat inexperienced	86.2%
Very inexperienced (I had never operated a motorcycle prior to the course)	87.5%

Florida Rider Training Survey 2013



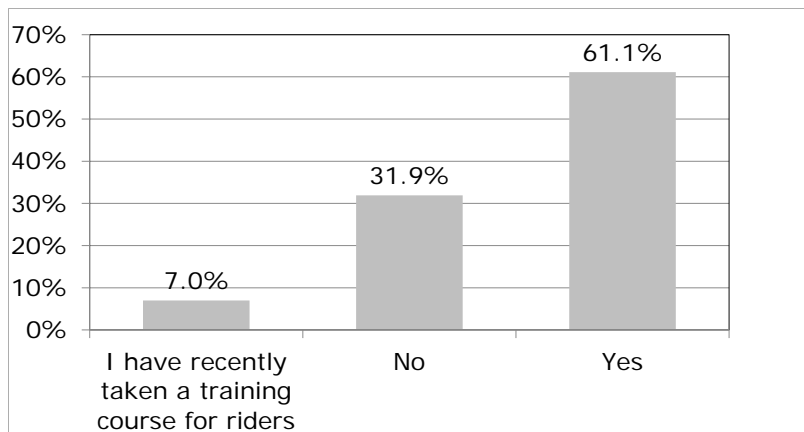
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After a few years of riding...



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There are several motorcycle training courses for experienced riders. Would you consider attending one of these courses in the next 12 months?

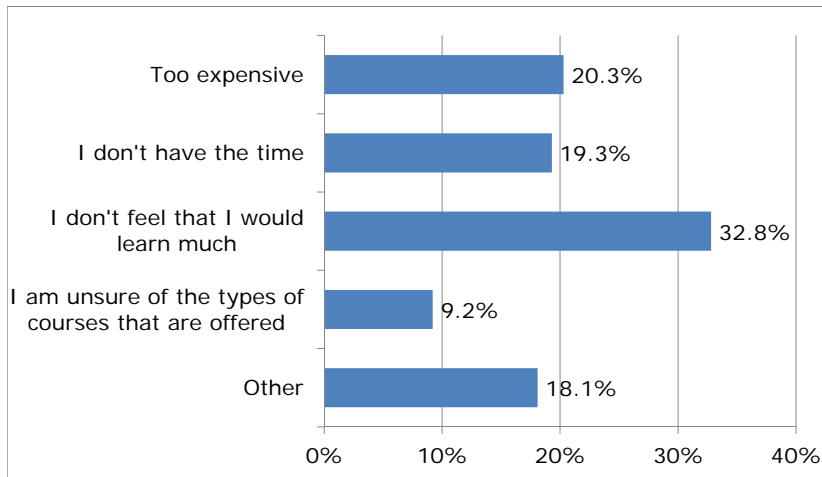


Florida Motorcyclist Survey 2013



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Reason for Not Considering Experienced Rider Course (ERC)



Florida Motorcyclist Survey 2013



Formal Training vs. Endorsement

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Florida Motorcyclist Survey 2013



Taking a training course after endorsement

- Required
 - Military
- Improving Skills
 - Sport Bike
- Built-in Culture in Motorcycle Club
 - GWRRA
- New Motorcycle
 - Trike



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Conclusion

- No Sliver Bullet
- PPE Use, Defensive Riding/Driving
 - Required
 - Motivation
 - Culture
 - Habit
 - Benefit
 - Price



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REGISTER FOR RIDE 457 TODAY!

Ride Smart Times

FLORIDA'S MOTORCYCLE NEWS • RideSmartFlorida.com • DAYTONA BIKE WEEK 2014

457 Motorcycle Fatalities



Look Twice, Save a Life. Watch for Motorcycles and Share the Road, these messages have been out there for years and we still had 457 motorcycles die as a result of traffic crashes in 2012. Motorcyclists make up less than 3 percent of the motoring public, and yet account for 18% of all traffic fatalities in Florida. It's understood that motorcycles are more vulnerable to serious injuries when they are involved in a traffic crash, but something needs to be done to reduce fatalities. 457 — To many people, this may be just a number, but to many families in Florida this number represented a tragedy in 2012. There were parents who lost the chance to be able to talk to their sons or daughters at the dinner table again, sisters who are no longer able to tease their brothers, wives who can no longer find peace in the arms of their husbands, daughters who will not be able to dance with their father at their wedding, and sons who will never be able to go to a baseball game with their dad.

It is difficult to understand the tragedy of 457 fatalities. We want to make the number mean something by creating a visual representation of the 457 lives lost.

Our hope is that if the public is able to see 457 motorcycles together, 457 will mean more than just a number. From loss and tragedy, may there come the opportunity and hope for safer roads in Florida for motorcyclists.

Please ride with us this Friday!

Ride 457 / Friday, March 7, 2014
 8:30 am: Check-in begins at the corner of N. Ocean and Main Street, Daytona Beach, FL.
 10:00 am: Press conference begins
 10:45 am: Kickstart up following press conference
FREE LONG SLEEVE T-SHIRT!

Please ride with us this Friday!

Ride 457

For more information and to register, visit www.RideSmartFlorida.com/457



Riders and passengers **MUST** wear a DOT-compliant helmet, eye protection, and closed-toe shoes during the ride.



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Question?

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