



Annual Report

Motorcycle Operator Safety Training

State Fiscal Year 2014



COLORADO
Department of
Transportation

Office of Transportation Safety / Highway Safety Office

Table of Contents

Introduction	1
Effectiveness of the Motorcycle Operator Safety Training Program	2
Annual Motorcycle Crashes and Fatalities	4
Availability of Training Throughout the State	12
Historic and Current Training Costs	13
Additional Performance Measures	14
Motorcycle Operator Safety Advisory Board	25



Introduction

The Motorcycle Operator Safety Training (MOST) program was created in 1991 by Colorado Statute. It mandates the Colorado Department of Transportation (CDOT) to establish a motorcycle operator safety training program which includes courses to develop the knowledge, attitudes, habits, and skills necessary for the safe operation of a motorcycle. The MOST program includes instruction relating to the effects of alcohol and drugs on the operation of motorcycles, and a course to train instructors. CDOT sets standards for the certification of courses in the program and contracts with vendors for the purpose of providing the MOST program classes. Colorado House Bill 13-1083 requires CDOT's MOST program to promote motorcycle safety awareness.

Students who are licensed Colorado residents, active-duty military personnel, or adults who hold valid driver's licenses and are eligible for a motorcycle license in the same state are eligible for a tuition benefit when they take and complete MOST courses. The tuition benefit is passed on to the student through lowered training costs from the MOST vendors. The MOST vendors are then paid by CDOT for each student who has received the training, after verification by the MOST Program Coordinator.

In State Fiscal Year (SFY) 2014 MOST courses were offered in 17 counties. These counties account for 74% of Colorado's registered motorcycles.

One of the objectives of MOST training is to reduce the number of fatalities and crashes. These data are tracked by CDOT. Colorado motorcycle crash fatalities decreased from 98 in 2008 to 78 in 2011. Since 2011, the number of motorcyclist fatalities rose, increasing to 87 in 2013.

When MOST students were involved in crashes, they were more likely to be wearing helmets. Among crashes involving operators and passengers in 2013, MOST students were helmeted 59% of the time, while riders overall wore helmets only 45% of the time.

With the number of motorcycle crash fatalities rising, it becomes increasingly important to train motorcyclists to ride safely. The following report details the ways in which the MOST program is achieving that goal.



Effectiveness of the Motorcycle Operator Safety Training Program

Colorado Revised Statute CRS 43-5-502 states:

43-5-502. Motorcycle operator safety training program - rules.

(1) (a) (I) The office shall establish a motorcycle operator safety training program that promotes motorcycle safety awareness and supports courses to teach students to safely operate a motorcycle and train instructors. To be eligible under the program, a course must include instruction on the effects of alcohol and drugs on the operation of motorcycles. The office shall set standards for the certification of courses in the program, ensure that program training follows these standards, and ensure that courses are offered safely, consistent with best practices. The office shall contract with MOST vendors for the purpose of providing the program.

The Colorado Department of Transportation (CDOT) administers the Motorcycle Operator Training Program (MOST) through the Office of Transportation Safety, Highway Safety Office.

Promoting Motorcycle Safety

The program supports motorcycle safety awareness through CDOT's motorcycle safety website, Motorcycle Safety/Live to Ride:

<http://www.coloradodot.info/programs/live-to-ride>

The website has readily accessible information about:

- Motorcycle operator training
- CDOT's "Live to Ride" and "Ride Wise" campaigns
- Motorcycle Operator Safety Training providers, including cost of training
- Riding sober
- Protective gear
- Motorcycle laws and resources for riders
- Motorist tips including information for motorists to increase and promote awareness of motorcycles
- Campaign materials available to partners and stakeholders
- Federal funding for motorcycle safety grants
- Motorcycle Operator Safety Training Annual Reports
- 2014 MOST Participant Survey Report

Effectiveness of the Motorcycle Operator Safety Training Program

Courses to Teach Students to Safely Operate a Motorcycle and Train Instructors

The MOST program supports, establishes standards, and approves curricula for Basic Rider Courses that instill in the student the knowledge, attitudes, habits and skills necessary for the safe operation of a motorcycle.

The content and organization of the Basic Rider Course is based upon documented research and has been shown to be effective in providing safety training in accordance with the Model National Standards for Entry-Level Motorcycle Rider Training in effect as of August 2011.

CDOT maintains a certified copy of the complete text of certified course materials. Any person or entity may obtain information concerning how the certified material may be examined or copied by contacting the MOST program office.

The MOST program supports, establishes standards, and approves curricula for Motorcycle Operator Safety Training instructors. MOST Instructor Training Courses are approved courses that prepare an individual to teach MOST courses.

Approved Basic Rider courses and Instructor courses include information and instruction on the effects of alcohol and drugs on the operation of motorcycles.

CDOT has standards for the certification of courses in the program. Certification of courses and quality assurances of the delivery of the program courses are governed by:

Rules Governing the Motorcycle Operator Safety Training Program, which are located in the Code of Colorado Regulations - 2 CCR 601-23:

<http://www.sos.state.co.us/CCR>

In SFY 2014, CDOT contracted with 16 MOST vendors to provide the training programs.

Annual Motorcycle Crashes and Fatalities

Motorcycle crash fatality data were obtained from CDOT's Fatality Analysis Reporting System (FARS). FARS contains data on motor vehicle crashes that involve public roadways, which result in the death of an occupant of a vehicle or a non-occupant within 30 days of the crash.

The FARS data presented for 2013 is preliminary and will not be finalized until December 31, 2014.

Data pertaining to all motorcycle crashes were acquired from CDOT's Traffic and Safety Engineering Branch. MOST staff compared records for crashes involving MOST students to overall motorcycle crash records.

MOST students used for this analysis are from MOST 2012-2013 student data bases.

Motorcyclist Fatalities

87 operators and passengers were killed in motorcycle crashes in 2013 (80 operators, 7 passengers).

- Motorcyclist fatalities represented 18% of Colorado's total traffic fatalities (87 of 481)
- Motorcyclist fatalities increased by 8 from 79 fatalities in 2012 to 87 in 2013, a 10% increase
- The 10% increase in motorcyclist deaths is a larger change than observed for overall traffic fatalities, which increased by 1.5% in 2013
- 15 (19%) motorcycle operators killed did not have a motorcycle endorsement on their driver's license
- 53 (66%) motorcycle operators involved in fatal crashes were determined to be "at fault"
- 34 (40%) fatal crashes involved only the motorcycle and no other vehicle
- 11 (14%) motorcycle operators killed had a blood alcohol content (BAC) equal to or greater than 0.08
- 46 (58%) motorcycle operators killed were not wearing a helmet
- 4 (57%) motorcycle passengers killed were not wearing a helmet

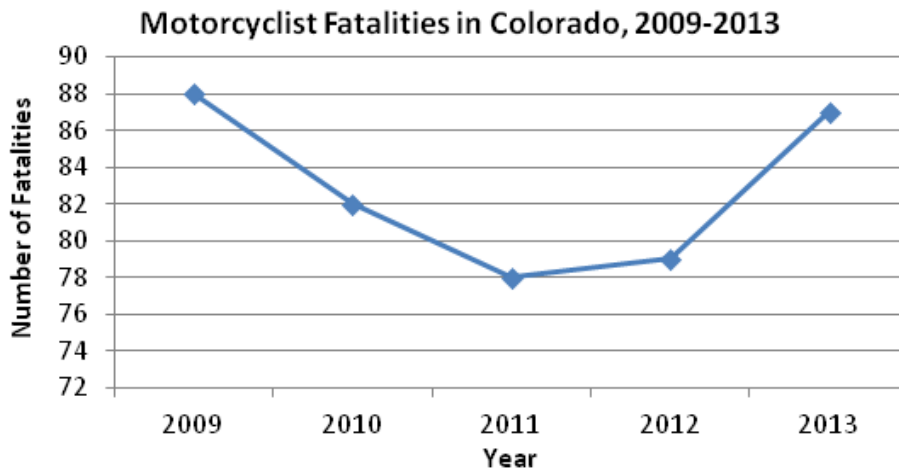
Annual Motorcycle Crashes and Fatalities

Annual Motorcyclist Fatalities by County, 2009-2013						
County	2009	2010	2011	2012	2013	Total by County
Adams	7	6	5	3	4	25
Alamosa	0	2	1	0	0	3
Arapahoe	7	0	7	6	6	26
Archuleta	0	0	1	0	0	1
Baca	0	0	0	0	0	0
Bent	0	1	0	0	0	1
Boulder	6	5	1	7	1	20
Broomfield	1	0	0	0	1	2
Chaffee	0	0	0	2	1	3
Cheyenne	0	0	0	1	0	1
Clear Creek	0	0	0	0	2	2
Conejos	0	0	1	0	1	2
Costilla	0	0	0	0	0	0
Crowley	0	0	0	0	0	0
Custer	2	1	1	0	0	4
Delta	1	0	1	2	4	8
Denver	3	9	6	3	5	26
Dolores	0	3	0	0	0	3
Douglas	3	2	2	2	3	12
Eagle	0	0	0	0	0	0
El Paso	11	8	15	11	12	57
Elbert	1	0	0	2	1	4
Freemont	1	0	0	1	3	5
Garfield	2	4	0	0	1	7
Gilpin	0	0	0	0	1	1
Grand	2	0	1	0	0	3
Gunnison	2	2	1	1	0	6
Hinsdale	0	0	1	0	0	1
Huerfano	0	0	0	0	0	0
Jackson	0	0	0	0	0	0
Jefferson	7	8	6	9	9	39
Kiowa	0	0	0	0	0	0
Kit Carson	0	0	1	0	0	1
La Plata	4	3	0	4	3	14

Annual Motorcycle Crashes and Fatalities

Annual Motorcyclist Fatalities by County, 2009-2013 Continued						
County	2009	2010	2011	2012	2013	Total by County
Lake	0	1	1	0	0	2
Larimer	13	5	2	3	6	29
Las Animas	0	0	0	0	1	1
Lincoln	0	0	0	0	0	0
Logan	0	0	0	0	0	0
Mesa	1	1	5	2	7	16
Mineral	0	0	0	0	0	0
Moffat	0	1	1	1	0	3
Montezuma	0	0	3	0	0	3
Montrose	1	1	3	0	0	5
Morgan	0	1	0	2	1	4
Otero	0	0	0	0	3	3
Ouray	1	0	0	0	0	1
Park	0	1	1	1	2	5
Phillips	0	0	0	0	0	0
Pitkin	0	1	0	0	0	1
Prowers	1	0	0	0	0	1
Pueblo	2	8	4	4	0	18
Rio Blanco	0	0	0	0	0	0
Rio Grande	0	0	0	0	0	0
Routt	0	0	0	0	2	2
Saguache	1	0	0	0	0	1
San Juan	1	0	0	0	0	1
San Miguel	0	0	1	1	1	3
Sedgewick	0	0	0	0	0	0
Summit	1	1	3	0	0	5
Teller	0	0	0	0	1	1
Washington	0	0	0	0	0	0
Weld	6	7	4	11	5	33
Yuma	0	0	0	0	0	0
Total	88	82	78	79	87	414

Annual Motorcycle Crashes and Fatalities



Motorcyclist Fatalities by Age Group, 2009-2013					
Age/Year	2009	2010	2011	2012	2013
Under 20	3	1	3	1	2
20's	19	13	17	15	14
30's	9	11	7	11	13
40's	17	25	13	14	24
50's	25	21	25	26	13
60's	12	7	10	10	15
70's	3	4	3	2	6
Total	88	82	78	79	87

Motorcycle fatalities age 40 and over represented 65% of fatalities in 2009, 70% in 2010, 65% in 2011, 66% in 2012 and 67% in 2013.

Annual Motorcycle Crashes and Fatalities

Motorcycle Crashes

Statewide in 2013 there were 107,544 total vehicle crashes and 2,219 (2.1%) of those crashes involved motorcycles.

- Though motorcyclists were involved in approximately 2% of all crashes, when they did crash, 64% of the time (1,429/2,219) the motorcyclist was at fault.
- MOST students trained in 2012 or 2013 were involved in 273 crashes in 2013 and were at fault in 68% of the crashes (186/273).
- In 2013, alcohol and/or drugs were suspected to be involved in a total of 199 crashes that involved a motorcycle. Alcohol use by the motorcycle operator was suspected in 161 crashes and drug use was suspected in 25 crashes. The other vehicle driver was suspected for alcohol or drug use in the remaining crashes. MOST students (trained in 2012-2013) were involved in 14 alcohol-suspected crashes and 3 drug-suspected crashes.
- In 2013, overall, motorcycle operators were wearing helmets in 46% of crashes. However, 60% of MOST operators in crashes were wearing helmets.

Top 10 Most Prevalent Citations to Motorcycle Riders in Crashes, 2013			
Ranking	Citation	All Motorcycle Operators	MOST Students
1	Careless Driving	483 (48%)	26 (59%)
2	Other Violations	233 (23%)	0 (0%)
3	Following Too Closely	56 (6%)	3 (7%)
4	Reckless Driving	43 (4%)	2 (5%)
5	Drove Vehicle Improperly on Mountain Highway	35 (4%)	6 (14%)
6	Careless Driving caused Bodily Injury	33 (3%)	4 (9%)
7	Changed Lanes when Unsafe	16 (2%)	0 (0%)
7	Failed to Drive in Designated Lane	16 (2%)	2 (5%)
9	Drove Vehicle while Under the Influence	15 (2%)	0 (0%)
10	Drove a (Defective/Unsafe) Vehicle	9 (1%)	0 (0%)
Total Citations*		1,003 (100%)	44 (100%)

*Total represents the top 10 plus additional categories.

Annual Motorcycle Crashes and Fatalities

Top 10 First Harmful Event – Prevalence in Motorcycle Crashes, 2013			
Ranking	Event	All Motorcycle Operators	MOST Students
1	Overtuning	395 (42%)	54 (47%)
2	Front to Side	104 (11%)	2 (2%)
3	Other Non-Collision	85 (9%)	5 (4%)
4	Front to Rear	55 (6%)	5 (4%)
4	Curb	53 (6%)	10 (9%)
6	Guard Rail	40 (4%)	10 (9%)
7	Side to Side - Same Direction	33 (4%)	2 (2%)
8	Front to Front	25 (3%)	1 (1%)
9	Wild Animal	15 (2%)	6 (5%)
10	Other Object	15 (2%)	0 (0%)
Total First Harmful Events*		932 (100%)	113 (100%)

*Total represents the top 10 plus additional categories.

Top 5 Movements of At-Fault Motorcyclists at time of Crash, 2013			
Ranking	Movement	All Motorcycle Operators	MOST Students
1	Going Straight	761 (53%)	87 (47%)
2	Spun Out of Control	183 (13%)	21 (11%)
3	Slowing	97 (7%)	13 (7%)
4	Making Left Turn	82 (6%)	16 (9%)
5	Making Right Turn	66 (5%)	11 (6%)
Total*		1,427	186

*Total represents the top 5 plus additional categories.

Top 5 Movements of At-Fault Vehicles (non-Motorcyclists) at time of Crash, 2013			
Ranking	Movement	All Motorcycle Operators	MOST Students
1	Going Straight	257 (33%)	31 (36%)
2	Making Left Turn	247 (31%)	29 (33%)
3	Changing Lanes	82 (10%)	10 (11%)
4	Backing	52 (4%)	1 (1%)
5	Making Right Turn	43 (5%)	4 (5%)
Total*		786	87

*Total represents the top 5 plus additional categories.

Annual Motorcycle Crashes and Fatalities

Motorcycle Involved Crash – License Endorsement Compliance, 2013		
Endorsement Status	All Motorcycle Operators	MOST Students
No Driving Endorsements (vehicle does not need endorsement, i.e. scooter)	465	36
Endorsement Required and Complied With	1,381	224
Endorsement Required and NOT Complied With	267	12
Endorsement Required and Compliance Not Known	34	1

Helmet Use Among Motorcycle Operators and Passengers in Crashes, 2013		
Operators	All	MOST Students
Helmet Used	1,050 (46%)	171 (60%)
No Helmet Used	1,236 (54%)	115 (40%)
Total Operators	2,286	286
Passengers		
Helmet Used	91 (38%)	13 (48%)
No Helmet Used	151 (62%)	14 (52%)
Total Passengers	242	27

Annual Motorcycle Crashes and Fatalities

2013 Motorcycle Crashes by Road Description, Road Conditions, and Weather Conditions		
	All Motorcycle Crashes (n=2,219)	MOST Students (n=273)
Road Description		
At Intersection	611 (28%)	81 (30%)
Driveway Access Related	149 (7%)	16 (6%)
Intersection Related	263 (12%)	37 (14%)
Non-Intersection	1,135 (51%)	130 (48%)
Alley Related	7 (0%)	1 (0%)
Roundabout	13 (1%)	2 (1%)
Ramp	39 (2%)	6 (2%)
Parking Lot	1 (0%)	0 (0%)
Unknown	1 (0%)	0 (0%)
Road Conditions		
Dry	2,057 (93%)	258 (95%)
Wet	103 (5%)	10 (4%)
Muddy	7 (0%)	0 (0%)
Snowy	1 (0%)	0 (0%)
Icy	9 (0%)	0 (0%)
Slushy	2 (0%)	0 (0%)
Foreign Material	26 (1%)	3 (1%)
With Icy Road Treatment	14 (1%)	2 (1%)
Unknown	0 (0%)	0 (0%)
Weather Conditions		
None	1,689 (76%)	207 (76%)
Rain	84 (4%)	8 (3%)
Snow/Sleet/Hail	12 (0%)	0 (0%)
Fog	2 (0%)	0 (0%)
Dust	1 (0%)	0 (0%)
Wind	11 (0%)	1 (0%)
Unknown	420 (19%)	57 (21%)

Availability of Training Throughout the State

In State Fiscal Year (SFY) 2014 MOST courses were offered in 17 counties. The counties where training is offered account for 74% of Colorado’s registered motorcycles. Colorado motorcycle registration, based on data from the Colorado Department of Revenue, shows a total registration of 183,983 during Calendar Year 2012 (the most current registration information available).

SFY 2014 Motorcycle Training Courses Offered by County and Month												
	2013						2014					
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
COUNTY												
Adams	X	X	X	X	X	X	X	X	X	X	X	X
Arapahoe	X	X	X	X	X	X	X	X	X	X	X	X
Chaffee		X										
Denver											X	X
El Paso	X	X	X	X	X	X	X	X	X	X	X	X
Garfield	X	X										
Jefferson	X	X	X	X	X	X	X	X	X	X	X	X
La Plata	X	X	X						X			
Larimer	X	X	X	X	X	X	X	X	X	X	X	X
Logan	X											
Mesa	X	X	X	X								
Moffat	X	X	X								X	X
Montrose	X		X							X	X	
Morgan	X	X										
Pueblo	X	X	X	X		X	X	X	X	X	X	X
Summit	X	X										
Weld	X	X	X	X					X	X	X	X

In SFY 2014:

16 MOST vendors located in 17 counties utilized 250 MOST Instructor Trainers. They provided motorcycle training to 10,643 students from throughout Colorado. MOST courses were offered at 41 locations, with many of those training sites utilizing multiple training ranges.

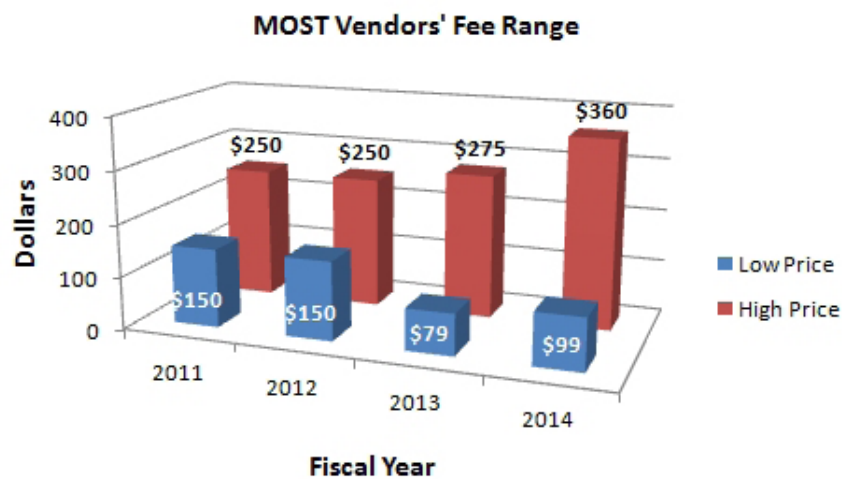
Historic and Current Training Costs

Motorcycle Operator Safety Training courses are offered year round; however, peak training times are spring, summer, and fall.

MOST vendors charge a competitive fee for their services and may change these rates at any point throughout the training season.

The fee ranges below are the historical training costs by State Fiscal Year, which were reported directly from vendors' websites on the same day. These amounts are what the student paid for the training after the MOST tuition benefit was applied, as the MOST tuition benefit is paid directly to the vendor who passes the benefit on to the student in the form of lower training costs. The cost ranges listed below do not reflect any additional discounts offered by the vendor.

- FY 2011 - fees ranged from \$150.00 to \$250.00
- FY 2012 - fees ranged from \$150.00 to \$250.00
- FY 2013 - fees ranged from \$79.00 to \$275.00
- FY 2014 - fees ranged from \$99.00 to \$360.00



Additional Performance Measures

MOST Rules

All MOST vendors are subject to MOST Rules and Regulations as defined in 2 CCR 601-23. The MOST Rules can be found at the following link:

<http://www.sos.state.co.us/CCR>

FY 2014 MOST Program Funding

The MOST program is funded by a \$2.00 surcharge for motorcycle endorsements on a driver's license or provisional driver's license, and a \$4.00 surcharge on a motorcycle registration.

Moneys are credited to the MOST fund and used by CDOT to implement and administer the program. In FY 2014, \$771,952 was credited to the MOST fund.

CDOT is permitted to retain up to 15% of annual MOST revenues for administrative purposes. The remainder is distributed to private sector training providers. Moneys in the MOST fund are continuously appropriated, and unspent moneys remain in the fund for use in a future fiscal year.

The MOST program office utilizes funds allocated to implement and administer the MOST program in accordance with the Department of Personnel and Administration state fiscal rules.

By Regulation, allowable expenses fall into three categories: Administration, Contract Expenses, and Vendor Reimbursements.

Allowable Expenses as Defined in 2CCR 601 - 23 Include:

11.00 Administrative and Contract Expenses for the MOST Program

11.01 The MOST Program Office shall utilize funds allocated pursuant to § 43-5-504, C.R.S., to implement and administer the MOST Program in accordance with the Department of Personnel and Administration state fiscal rules.

11.02 Administrative Expenses. In no event shall the MOST Program office expend more than the amount set forth in § 43-5-503(1)(c), C.R.S., for administrative costs. The MOST Program Office may use MOST Program funds for reasonable and necessary Administrative Expenses as defined herein.

11.03 Contract Expenses. Reasonable and necessary Contract Expenses include:

11.03.1 Expenses incurred to promote the MOST Program, including public relations expenses, banners, advertising, and MOST promotional materials ordered by CDOT staff.

11.03.2 Contract Expenses will include those expenses related to MOST Program evaluation, meetings involving external stakeholders and partners, and those related to MOST Program awareness.

11.04 Vendor Reimbursements shall include:

11.04.1 Expenses directly related to a contract or purchase order issued to a MOST Program

Additional Performance Measures

Vendor or third party for the purchase of goods and/or services and related approved travel expenses for Vendors;

11.04.2 The Tuition Benefit passed on to the Eligible Student in the form of reduced costs for completion of the Basic Rider Course, the Instructor Training Course, or the Instructor Professional Development Workshops if:

11.04.2.1 The documentation provided by the Vendor is complete and accurate and sufficiently meets the requirements of these Rules;

11.04.2.2 The Vendor provides a receipt as required by these Rules establishing that the Tuition Benefit was passed on to the Eligible Student.

11.04.3 Those courses for which CDOT has agreed to pay the Tuition Benefit under existing contracts will continue to be funded, if adequate documentation is provided under these Rules, up to and including June 30, 2013. CDOT will retain its discretion to determine whether, as a component of the MOST Program, the Tuition Benefit will be retained, eliminated or reinstated based upon yearly program performance measures.

MOST Administrative Expenses

The MOST program office may use MOST program funds for reasonable and necessary administrative expenses. The program shall not expend more than 15% of the total cost of the program for administrative costs.

The 15% MOST administrative fee is calculated using the total collected registration and endorsement fees for the Fiscal Year before any carry forward is added to the SFY budget.

Administrative costs for the program are outlined in the MOST Rules and Regulations, Section 12, paragraph A, subsection 1:

“The administrative costs directly related to the MOST program, including personal services costs, operating costs, capital equipment costs and travel costs in accordance with applicable state law and fiscal rules, but in no event shall the office expend more than fifteen percent of the total cost of the program for administrative costs.”

Contract Expenses/Public Awareness

Statute mandates that the MOST program must promote motorcycle safety awareness. In SFY 2014, the CDOT Office of Communications (OC) utilized MOST funds to promote all levels of motorcycle skills training through a campaign called “Ride Wise,” developed in partnership with the MOST Advisory Board marketing workgroup. Based on a review of fatality data, insights from the Motorcycle Operator Safety Advisory Board and one-on-one conversations with our most at-risk riders (males, 45-65), the OC decided to focus on shifting the attitudes surrounding the benefits of professional, advanced training and encouraging these at-risk riders to be lifelong learners.

Additional Performance Measures

The media campaign kicked off in June and used a series of videos and print advertisements featuring real Colorado riders whose heart-stopping stories illustrate the value of safety training — even for experienced riders. The complete media buy included:

- Billboards in the greater Colorado Springs, Denver and Fort Collins markets
- Targeted online banner ads
- Targeted online pre-roll video can be viewed here:
<http://bit.ly/1re65bw>, <http://bit.ly/1xy4vT4> and <http://bit.ly/UomiNS>
- Posters featuring bike vanity shots with relevant riding skills distributed to bar bathrooms and training vendors
- Full page print ads in relevant rider publications

The OC also launched a statewide public relations campaign to complement paid advertising, receiving significant coverage including a front-page story in the Denver Post and ongoing coverage on 9News. Most importantly, multiple seasoned riders reached out and asked for more information on which classes they should take to work on specific skills, such as riding 2-up. For SFY14, a total of \$243,198.74 was spent by the Office of Communications for the promotion of MOST programs.

Vendor Reimbursements

In SFY 2014, CDOT reimbursed the MOST program vendors \$35.00 for each student who completed the Basic Rider Course, as well as the BRC II License Waiver Course, \$100.00 for each student in the RiderCoach Preparation Course and \$20.00 for each student in the RiderCoach Instructor updates.

These reimbursements are passed on by each MOST program vendor to each student who is a resident of the state who holds a current valid Colorado driver's license, a minor driver's license, or an instruction permit authorized by section 42-2-106, C.R.S.; or any individual who is a member of the armed forces who has moved to Colorado on a permanent change-of-station basis and who holds a valid driver's license issued by another state; and an adult who holds a valid driver's license from another state and who is eligible for a motorcycle license in the same state.

MOST vendors are required to clearly post, on their websites, the availability of the tuition benefit for the Basic Rider Courses. MOST program vendors are required to provide to each student a receipt which indicates the total cost of the course, the amount of the tuition benefit provided to the MOST program vendor to lower student costs and the amount the student pays for the training.

Additional Performance Measures

2014 MOST Participant Survey

In 2014, CDOT collaborated with Corona Insights to conduct a survey of individuals who participated in a basic level MOST certified training program. The MOST program changed the tuition benefit in July 2013 from \$70 to \$35, and CDOT wanted to understand the impact of this change on motorcycle riders' opinions and behaviors regarding participating in motorcycle training. Specifically, this research sought to provide insights into:

- Reasons why motorcycle riders took a safety training course
- Specifically, the impact cost had on a decision to take a course
- The awareness level of the MOST program and tuition benefit among riders
- Satisfaction with training from MOST sponsors
- Knowledge of, and interest in, advanced courses
- The ability to compare results to the previous MOST study, where appropriate

The survey can be located at: <http://www.coloradodot.info/programs/live-to-ride/2014participantsurveyreport.pdf/view>

Some significant survey findings were:

Demographics

- Most course participants were new motorcycle riders.
- Participants were likely to know someone who had been in a motorcycle accident.

Motorcycle Riding Experience and Beliefs

- Most training course participants believed they were careful riders before enrolling in the course.
- Riding experience appeared to correlate with some attitudes and behaviors.

Training

- The primary reasons for enrolling in a training course were to improve skills and increase safety.
- Cost was not a primary reason for choosing a training provider.
- Timing and reputation of the provider, rather than receiving a tuition benefit, were the most important factors.
- A majority of respondents said timing and reputation were very important factors, compared to 22% who indicated a tuition benefit was very important. Half of all respondents said that receiving a tuition benefit was not at all important to their decision.
- Participants rated the quality of training as high.
- Those interested in advanced training wanted to improve their skills and become a safer rider.

Additional Performance Measures

Awareness of Tuition Benefit and Price Sensitivity

- Awareness about the MOST tuition benefit was low, especially before enrollment.
- When riders were choosing a training provider and were aware of receiving a tuition benefit, a tuition benefit of \$70 did not appear to be more important in their choice than a benefit of \$35.
- Participants did not accurately remember the tuition benefit they received.
- Half of all respondents were willing to travel up to 25 miles to take a training course.

Additional Performance Measures

FY 2014 MOST Program Budget

REVENUES		
Revenue from motorcycle registration and license endorsement fees		\$771,952.00
Available for Administration	\$115,792.80	
Available for Tuition Benefit	\$656,159.20	
Subtotal	\$771,952.00	
Carry Forward From SFY 2013		\$358,136.47
Total Revenue and Carry Over		\$1,130,088.47
ACTUAL EXPENDITURES		
Total Expenditures		(\$862,992.53)
Training Subsidies	(\$769,844.81)	
Administration	(\$93,148.04)	
Public Relations	(\$243,198.74)	
Subtotal	(\$862,992.85)	
Carry Forward to SFY 2015		\$267,095.62

Additional Performance Measures

FY 2011 – 2014 Students Trained by MOST Program Vendors				
Vendor	2011	2012	2013	2014
ABATE of Colorado	3,322	3,847	3,284	2,534
T3RG International	1,321	1,334	840	634
Motorcycle Training Academy	1,280	2,021	1,943	1,674
White Buffalo*	784	959	521	34*
Wheels in Motion*	377	255	179	59*
Motorcycle Rider Training Center	551	571	467	530
SW CO Motorcycle Safety Training	211	205	0	0
Black B.A.G. LLC	376	444	549	297
Rocky Mountain Motorcycle Training	210	258	231	0
CO Northwest Rider Training	131	179	133	99
Ricky Orlando Motorcycle School	381	215	143	117
Full Throttle Motorcycle Academy	84	564	2,354	2,618
Bluecreek Motorcycle Training	114	224	256	249
A Better Ability Motorcycle Academy	93	74	0	0
G-Force Powersports	0	0	819	852
Iron Buffalo	0	0	549	603
Two Old Guys	0	0	45	113
Iride Pikes Peak Motorcycle Training	0	173	213	206
Sleeping Giant Motorsports	11	26	28	24
Total	9,246	11,349	12,554	10,643

*Both White Buffalo and Wheels in Motion discontinued as MOST vendors during of the fiscal year.

Additional Performance Measures

FY 2014 MOST Training Contractors/Sponsors			
MOST SPONSORS	FY 2014 Funding	Balance	# Trained
1. ABATE of Colorado www.abateofcolo.org	\$140,000.00	\$48,928.61	2,534
2. T3RG International www.t3rg.com	\$40,000.00	\$17,425.00	634
3. Motorcycle Training Academy www.motorcycletrainingacademy.com	\$55,000.00	\$790.00	1,674
4. White Buffalo www.mcsafety.com	\$8,000.00	\$6,810.00	34
5. Motorcycle Rider Training Center www.mrtcridered.com	\$20,000.00	\$1,450.00	530
6. Wheels in Motion www.wheelsinmotion.com	\$13,000.00	\$10,920.00	59
7. Black B.A.G. LLC www.bbmct.com	\$16,000.00	\$6,105.00	297
8. G-Force Powersports www.gforcepowersports.com/	\$35,500.00	\$5,680.00	852
9. Ricky Orlando Motorcycle School www.rickyorlando.com	\$8,000.00	\$3,905.00	117
10. CO Northwest Rider Training www.mcridersafety.com	\$5,000.00	\$2,585.00	99
11. Full Throttle Motorcycle Academy www.fullthrottleacademy.com	\$109,920.00	\$18,710.00	2,618
12. Bluecreek Motorcycle Training www.bluecreekmotorcycletraining.com	\$10,000.00	\$1,930.00	249
13. Iron Buffalo www.ironbuff.org	\$35,000.00	\$14,080.00	603
14. Iride Pikes Peak Motorcycle Training www.pikespeakharleydavidson.com	\$4,000.00	\$4,000.00	206
15. Sleeping Giant Motorsports www.home.earthlink.net/~sleeping-giantmotos	\$2,000.00	\$695.00	24
16. Two Old Guys MC Rider Training www.togmrt.com	\$7,000.00	\$2,600.00	113
Total	\$508,420.00	\$146,613.61	10,643

Additional Performance Measures

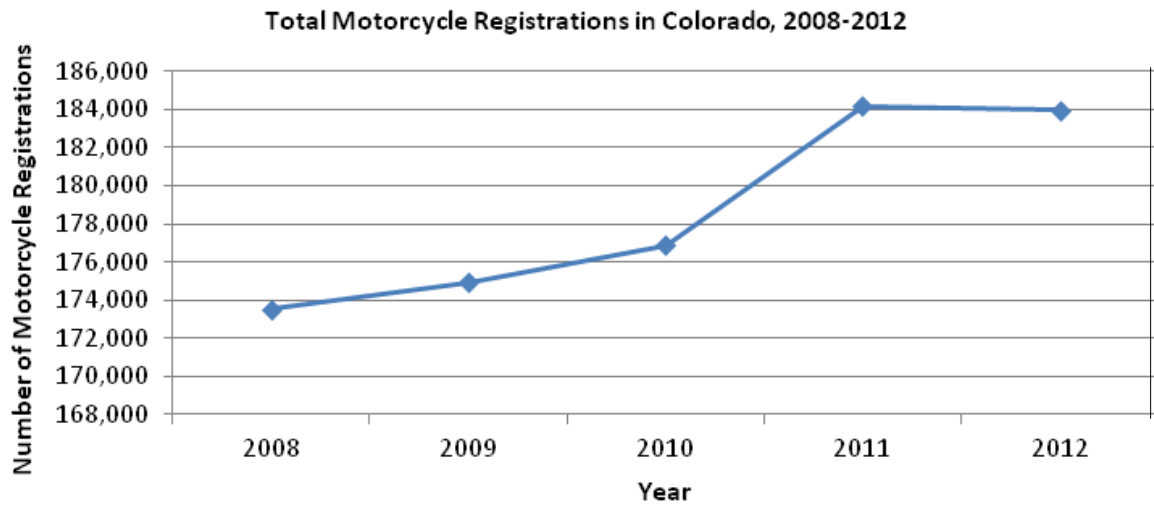
Motorcycle Registrations by County*				
County	2009	2010	2011	2012
Adams	12,992	13,443	14,189	14,377
Alamosa	534	524	530	505
Arapahoe	14,437	14,779	15,453	15,351
Archuleta	642	624	661	631
Baca	140	141	149	147
Bent	134	150	127	117
Boulder	9,974	10,061	10,580	10,502
Broomfield	1,811	1,864	2,019	1,960
Chaffee	1,083	1,106	1,118	1,157
Cheyenne	85	88	89	85
Clear Creek	663	673	695	689
Conejos	327	323	323	324
Costilla	161	166	165	163
Crowley	100	104	98	99
Custer	290	287	285	290
Delta	1,273	1,258	1,300	1,291
Denver	11,355	11,591	12,341	12,347
Dolores	121	112	124	110
Douglas	9,795	10,040	10,339	10,225
Eagle	2,104	2,026	2,116	2,142
El Paso	22,480	22,514	23,555	23,278
Elbert	1,269	1,289	1,340	1,362
Freemont	2,376	2,406	2,432	2,437
Garfield	2,435	2,349	2,290	2,247
Gilpin	476	489	502	486
Grand	772	755	765	765
Gunnison	903	898	876	891
Hinsdale	75	75	81	82
Huerfano	264	247	269	263
Jackson	62	55	62	69
Jefferson	21,621	21,845	22,654	22,838
Kiowa	36	36	42	49
Kit Carson	304	301	303	323
La Plata	2,759	2,783	2,855	2,831
Lake	266	267	276	280

Additional Performance Measures

Motorcycle Registrations by County Continued*				
County	2009	2010	2011	2012
Larimer	12,719	12,627	13,295	13,341
Las Animas	648	610	631	623
Lincoln	189	188	199	197
Logan	763	786	858	840
Mesa	5,734	5,712	5,983	5,915
Mineral	61	58	67	74
Moffat	602	622	583	551
Montezuma	988	1,014	1,049	1,033
Montrose	1,609	1,606	1,564	1,574
Morgan	1,028	1,047	1,094	1,060
Otero	716	704	709	753
Ouray	398	387	408	396
Park	1,294	1,317	1,304	1,318
Phillips	234	232	223	225
Pitkin	1,237	1,186	1,217	1,264
Prowers	423	411	445	416
Pueblo	5,760	5,781	5,824	5,727
Rio Blanco	273	282	277	266
Rio Grande	507	489	497	487
Routt	1,309	1,261	1,319	1,345
Saguache	258	267	264	286
San Juan	71	71	74	77
San Miguel	595	591	618	605
Sedgwick	73	77	92	97
Summit	1,288	1,323	1,336	1,326
Teller	1,524	1,572	1,586	1,609
Washington	226	213	221	201
Weld	9,570	9,965	10,512	10,753
Yuma	420	440	455	463
State Issued	279	377	467	448
Total	174,915	176,885	184,174	183,983

*At the time of publication the number of motorcycle registrations for calendar year 2013 was not available.

Additional Performance Measures



Motorcycle Operator Safety Advisory Board

Colorado Revised Statute 43-5-505 recreated and reenacted the Motorcycle Operator Safety Advisory Board

The Motorcycle Operator Safety Advisory Board consists of:

- The Director of the Department of Transportation or Designee
- The Executive Director of the Department of Revenue or Designee
- The Chief of the Colorado State Patrol or Designee
- Nine members appointed by the Executive Director of the Department of Transportation:
 - Two members who represent MOST vendors
 - One member who represents retail motorcycle dealers
 - One member who represents third-party testers
 - One member who represents instructor training specialists
 - One member who represents the motorcycle-riding community
 - One member who represents motorcycle training providers not affiliated with the program
 - One member who represents law enforcement agencies
 - One member who represents motorcycle insurance providers

All Board positions have been appointed with the first meeting being held on August 9, 2013.

Subsequent meetings were held quarterly thereafter on the following dates:

November 8, 2013, February 7, 2014 and May 9, 2014.

The Motorcycle Operator Safety Advisory Board shall develop a vision and mission consistent with the program and meet to:

- Recommend training methods to increase safety and reduce motorcycle crashes and injuries
- Recommend training methods to increase program effectiveness
- Recommend improvements to the program and training
- Make recommendations on expenditures of fund moneys

Motorcycle Operator Safety Advisory Board Mission and Vision

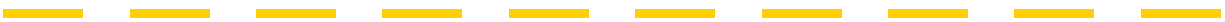
The Motorcycle Operator Safety Advisory Board developed the following mission and vision for the program.

Motorcycle Operator Safety Training (MOST) Mission

Colorado strives to provide a safe motorcycling environment because MOST supports motorcycle training and lifelong learning, along with motorcycle safety awareness to achieve reductions in motorcycle crashes and related injuries and fatalities.

Motorcycle Operator Safety Training (MOST) Vision

Provide guidance and oversight to ensure all MOST students receive consistent, high-quality motorcycle rider instruction and are taught by well-trained, ethical instructors in an atmosphere that promotes student success and endorses lifelong learning, personal growth and responsible riding, as well as promoting motorcycle safety and awareness.



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Office of Transportation Safety

Highway Safety Office



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