

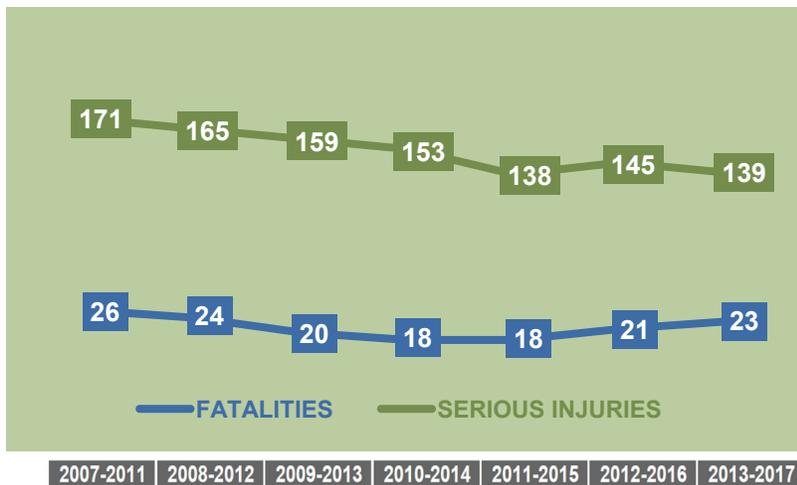
## Emphasis Area: Motorcycle



Motorcycle deaths and serious injuries account for 18.9% of the region's fatalities and 12.3% of serious injuries each year. Because more physical strength and skill are needed to operate a motorcycle than an automobile, inexperienced riders can find themselves unprepared for traffic situations. Further, the drivers and passengers of motorcycles are especially vulnerable to injury since the bike offers little safety protection itself, and because a large fraction of riders prefer not to wear helmets under the belief that it restricts their ability to see and hear their surroundings.

The trend of a large number of fatalities and serious injuries involving motorcycles is expected to continue in the future. The Motorcycle emphasis area is included in the SAVE Plan to promote education awareness efforts, and to improve safety for motorcycle riders because nearly one in five of the region's fatal crashes involve a person who was riding a motorcycle.

### MOTORCYCLE 5-YR AVERAGE TRENDS



#### Crash Trend for Motorcycle Fatalities

▼ 12%

5-Year Rolling Average from 2011 to 2017

#### Performance Measures:

Number of fatal crashes involving a motorcycle

Number of serious injury crashes involving a motorcycle

#### Targets:

2% reduction in motorcycle fatalities each year between 2017 and 2023, from 23 to 20

2% reduction in motorcycle serious injuries each year between 2017 and 2023, from 139 to 123

#### Strategy:

Support partners that provide education and encouragement about safe driving behavior on and around motorcycles

## Emphasis Area: Motorcycle

### Performance Measure #1: Number of fatal crashes involving a motorcycle

**TARGET:** 2% reduction in motorcycle fatalities each year between 2017 and 2023, from 23 to 20

### Performance Measure #2: Number of serious injury crashes involving a motorcycle

**TARGET:** 2% reduction in motorcycle serious injuries each year between 2017 and 2023, from 139 to 123

### Strategy #1: Support partners that provide education and encouragement about safe driving behavior on and around motorcycles

Action	Measure
Assist local agencies by identifying motorcycle crash locations through network screening	# communities assisted # locations identified
Participate in regional and local safety meetings, coalitions and committees	# meetings attended
Support state and national media campaigns that urge drivers to be aware of motorcycles	# media campaigns supported
Support partners that train motorcyclists on safe operation and the benefits of wearing protective equipment	# messages/programs supported
Share information on rider training course offerings and benefits	# training courses shared