

Increasing Rider Training and Licensing

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Comprehensive Approach to a Complex Community Concern

Our multi-faceted approach includes:

- Many training opportunities/sites
- Federally funded media
- State funded media
- Privately funded campaigns
- Collaborative campaigns
- New data visualization formats



Multiple Types of Training Vendors



Federally Funded Media

- Share the Road- general paid media funds (402)
 - April, \$50,000
- Motorcyclist Awareness- dedicated m/c funds (405f)
 - May, \$50,000
- Plans include: TV spots, PSAs on radio, electronic billboards



State Funded Media

- Targeted messages as needed throughout the riding season
 - April-October, budgeted \$75,000
 - Funding continually replenished via specialty license plate surcharge
- Plans include: TV spots, PSAs on radio, electronic billboards



Privately Funded Efforts/MoSAC



WMAT WISCONSIN MOTORCYCLE TRAINING

SEARCH MAP REGIONAL COURSES CONTACT

What motorcycle course are you interested in taking?

- ALL** - Display every resource on the map.
- BRC (LW)** - Learn basic skills needed to operate a motorcycle.
- BRC2 (LW)** - For riders who already possess basic riding skills.
- 3WBRC (LW)** - Learn to operate a 3-wheeled motorcycle.
- BBBRC** - Improve overall ability and performance.
- ARC** - For experienced riders to improve risk management.
- UBBRC** - For experienced riders to improve performance.
- SBRC** - Learn basic skills needed to operate a scooter.

Click any course abbreviation to view its full [description](#).

Search by Zip Limit X Miles

zoom closest location


SEARCH!



Collaborative Campaigns/MoSAC

Ride Right. Ride Straight. Ride Licensed.

Ride Endorsed.





37 Average percent of unendorsed motorcycle fatalities 2006-2012

43 In 2012, 43 percent of motorcycle fatalities were not licensed or endorsed to ride
Per Wisconsin Motorcycle Safety Program data



BEFORE USING YOUR BIKE ON THE STREET, MAKE SURE YOU ARE PROPERLY LICENSED AND ENDORSED.

Proper training greatly improves your chances to arrive at your destination alive and safe.


If you are unable to schedule a training or testing appointment that is convenient for you, please visit endorseWlmc.com



WISCONSIN DRIVER LICENSE
REGULAR
CLASS DM
VETERAN



ABATE OF WISCONSIN, INC.
THE MOTORCYCLE ISSUE EXPERTS
www.abatewis.org



Collaborative Campaigns

MOTORCYCLISTS

KNOW YOUR LIMITS and RIDE WITHIN THEM

MOTORCYCLE FATALITIES ARE RAPIDLY INCREASING AND
ONLY **YOU** CAN STOP IT

**ALL ROAD USERS: LOOK.....LOOK.....LOOK AGAIN! WATCH FOR
MOTORCYCLES!**

RIDE YOUR OWN RIDE


GET PROPERLY TRAINED
RIDE WITHIN YOUR LIMITS

CONTROL YOUR SPEED
MAINTAIN YOUR LANE POSITION

WATCH....WATCH....WATCH

RIDE SOBER

WE NEED EVERYONES HELP TO REDUCE MOTORCYCLISTS FATALITIES



ABATE OF WISCONSIN
www.abatewis.org

DRAFT PROOF April 28, 2021 11:17 AM

**WISCONSIN MOTORCYCLE
FATALITIES UP 40%**


**RIDE YOUR
OWN RIDE**

**Motorcyclists:
Know your skills/Know your limits**

- Get properly licensed
- Participate in training courses
- Watch for other vehicles
- Ride sober

**DRIVERS: LOOK, LOOK, LOOK AGAIN!
WATCH FOR MOTORCYCLES!**

**TOGETHER
WE CAN SAVE LIVES**



Refined Data Presentations

Preliminary 2019 – Driver Possible Contributing Circumstances (PCC's) Comparison of Operators in Motorcycle Crashes by Crash Severity

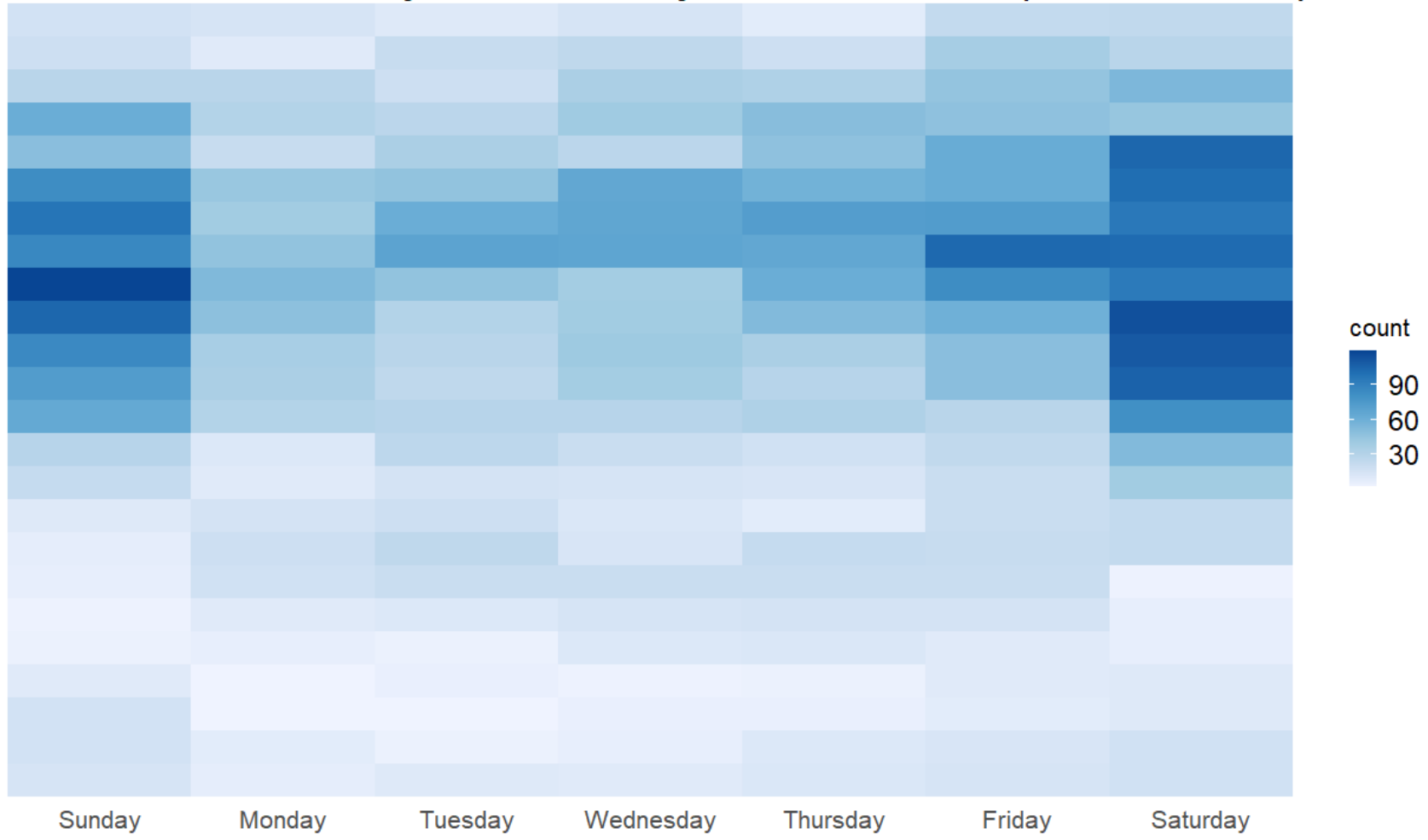
| Driver PCC'S | Crash Severity | | | | | | | | | Total Driver PCC'S | | |
|---|----------------------|---------------|-----------|----------------------|---------------|------------|----------------------|---------------|------------|----------------------|---------------|------------|
| | Fatal | | | Injury | | | Property Damage | | | Motorcycle Operators | Other Drivers | TOTAL |
| | Motorcycle Operators | Other Drivers | TOTAL | Motorcycle Operators | Other Drivers | TOTAL | Motorcycle Operators | Other Drivers | TOTAL | | | |
| Exceed Speed Limit | 4 | 1 | 5 | 34 | 0 | 34 | 2 | 1 | 3 | 40 | 2 | 42 |
| Speed Too Fast/Cond | 0 | 0 | 0 | 26 | 0 | 26 | 4 | 0 | 4 | 30 | 0 | 30 |
| Failed To Yield Right-Of-Way | 0 | 1 | 1 | 8 | 77 | 85 | 3 | 7 | 10 | 11 | 85 | 96 |
| Following Too Close | 1 | 0 | 1 | 22 | 2 | 24 | 6 | 3 | 9 | 29 | 5 | 34 |
| Improper Turn | 0 | 0 | 0 | 5 | 15 | 20 | 0 | 0 | 0 | 5 | 15 | 20 |
| Unsafe Backing | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 3 | 3 | 0 | 4 | 4 |
| Failure To Control | 7 | 0 | 7 | 102 | 3 | 105 | 12 | 0 | 12 | 121 | 3 | 124 |
| Ran Off Roadway | 4 | 0 | 4 | 26 | 1 | 27 | 3 | 0 | 3 | 33 | 1 | 34 |
| Disregarded Red Light | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 |
| Disregarded Stop Sign | 0 | 0 | 0 | 2 | 3 | 5 | 0 | 0 | 0 | 2 | 3 | 5 |
| Disregarded Other Traffic Control | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 |
| Disregarded Other Road Markings | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 |
| Improper Overtaking / Passing Right | 0 | 0 | 0 | 3 | 0 | 3 | 2 | 0 | 2 | 5 | 0 | 5 |
| Improper Overtaking / Passing Left | 1 | 0 | 1 | 2 | 1 | 3 | 0 | 0 | 0 | 3 | 1 | 4 |
| Failed To Keep In Designated Lane | 5 | 0 | 5 | 15 | 6 | 21 | 1 | 1 | 2 | 21 | 7 | 28 |
| Operated Motor Vehicle In Aggressive/Reckless Manner | 1 | 0 | 1 | 19 | 2 | 21 | 2 | 1 | 3 | 22 | 3 | 25 |
| Operated Motor Vehicle In Inattentive, Careless or Erratic Manner | 0 | 0 | 0 | 12 | 16 | 28 | 1 | 4 | 5 | 13 | 20 | 33 |
| Swerved or Avoided Due To Wind, Slippery Surface, Motor Vehicle, Object, Non-Motorist In Rdwy, Etc. | 2 | 0 | 2 | 5 | 0 | 5 | 0 | 0 | 0 | 7 | 0 | 7 |
| Over-Correcting/Over-Steering | 0 | 0 | 0 | 8 | 1 | 9 | 0 | 0 | 0 | 8 | 1 | 9 |
| Racing | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 1 | 3 |
| Other Contributing Action | 2 | 0 | 2 | 17 | 4 | 21 | 6 | 3 | 9 | 25 | 7 | 32 |
| No Contributing Action | 1 | 5 | 6 | 202 | 55 | 257 | 33 | 25 | 58 | 236 | 85 | 321 |
| Looked But Did Not See | 0 | 0 | 0 | 0 | 14 | 14 | 1 | 3 | 4 | 1 | 17 | 18 |
| Unknown | 5 | 0 | 5 | 28 | 7 | 35 | 3 | 8 | 11 | 36 | 15 | 51 |
| TOTAL | 35 | 7 | 42 | 537 | 210 | 747 | 79 | 60 | 139 | 651 | 277 | 928 |

Alcohol Related Crashes where at least one Motorcyclist or Moped User was Killed, with the Total Persons Killed and Injured

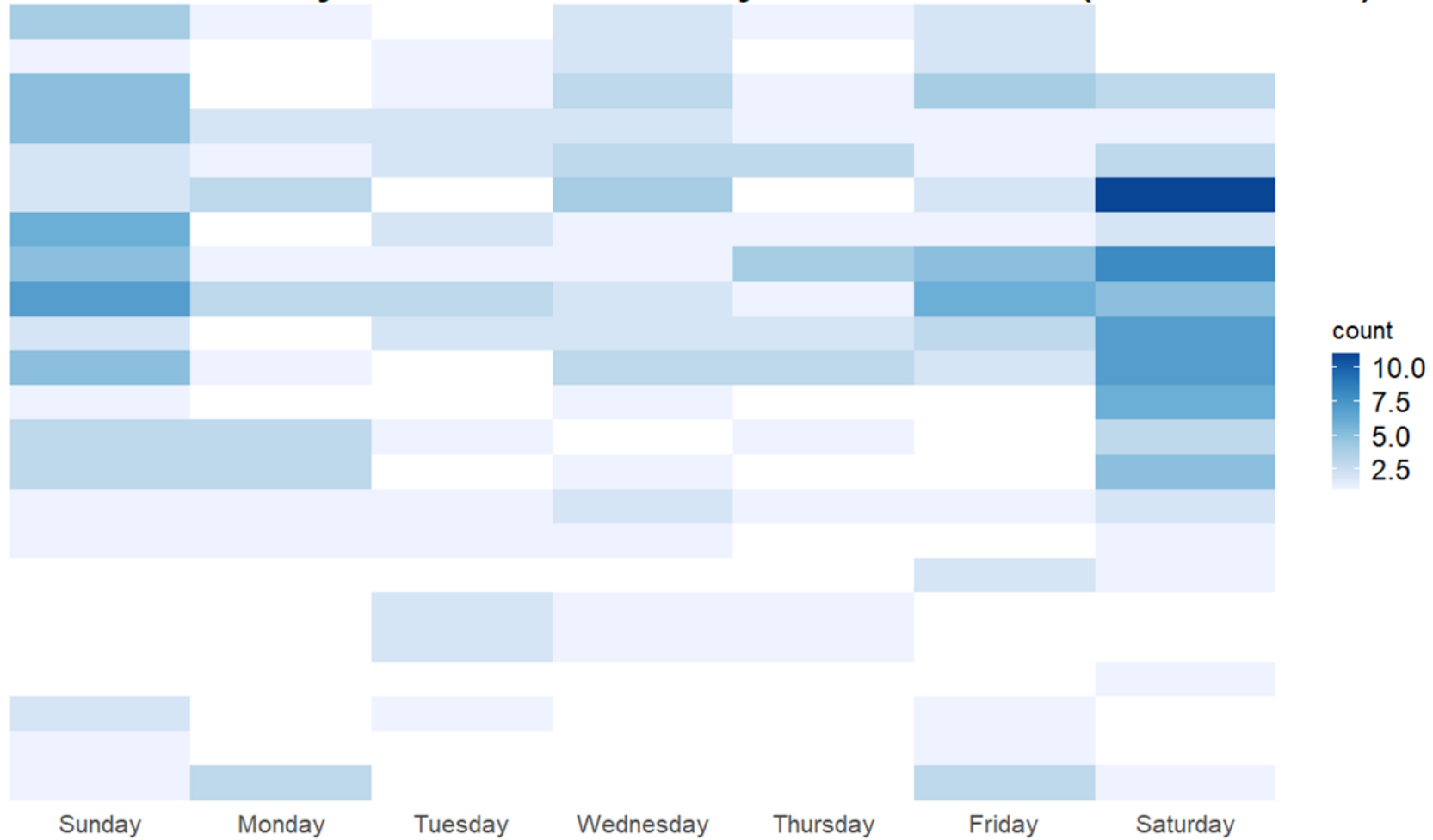
| YEAR | LOCAL STREET/ROAD | COUNTY HIGHWAY | STATE HIGHWAY | INTERSTATE | TOTAL CRASHES | TOTAL PERSONS | TOTAL PERSONS |
|--------------|-------------------|----------------|---------------|---------------|---------------|---------------|---------------|
| | FATAL CRASHES | FATAL CRASHES | FATAL CRASHES | FATAL CRASHES | FATAL CRASHES | KILLED | INJURED |
| 2013 | 11 | 9 | 8 | 1 | 29 | 31 | 12 |
| 2014 | 10 | 9 | 8 | 1 | 28 | 29 | 7 |
| 2015 | 13 | 9 | 10 | 1 | 33 | 35 | 15 |
| 2016 | 8 | 6 | 8 | 0 | 22 | 24 | 10 |
| 2017 | 6 | 4 | 8 | 2 | 20 | 21 | 10 |
| 2018 | 3 | 6 | 7 | 1 | 17 | 21 | 2 |
| 2019 | 2 | 2 | 1 | 0 | 5 | 5 | 4 |
| TOTAL | 53 | 45 | 50 | 6 | 154 | 166 | 60 |



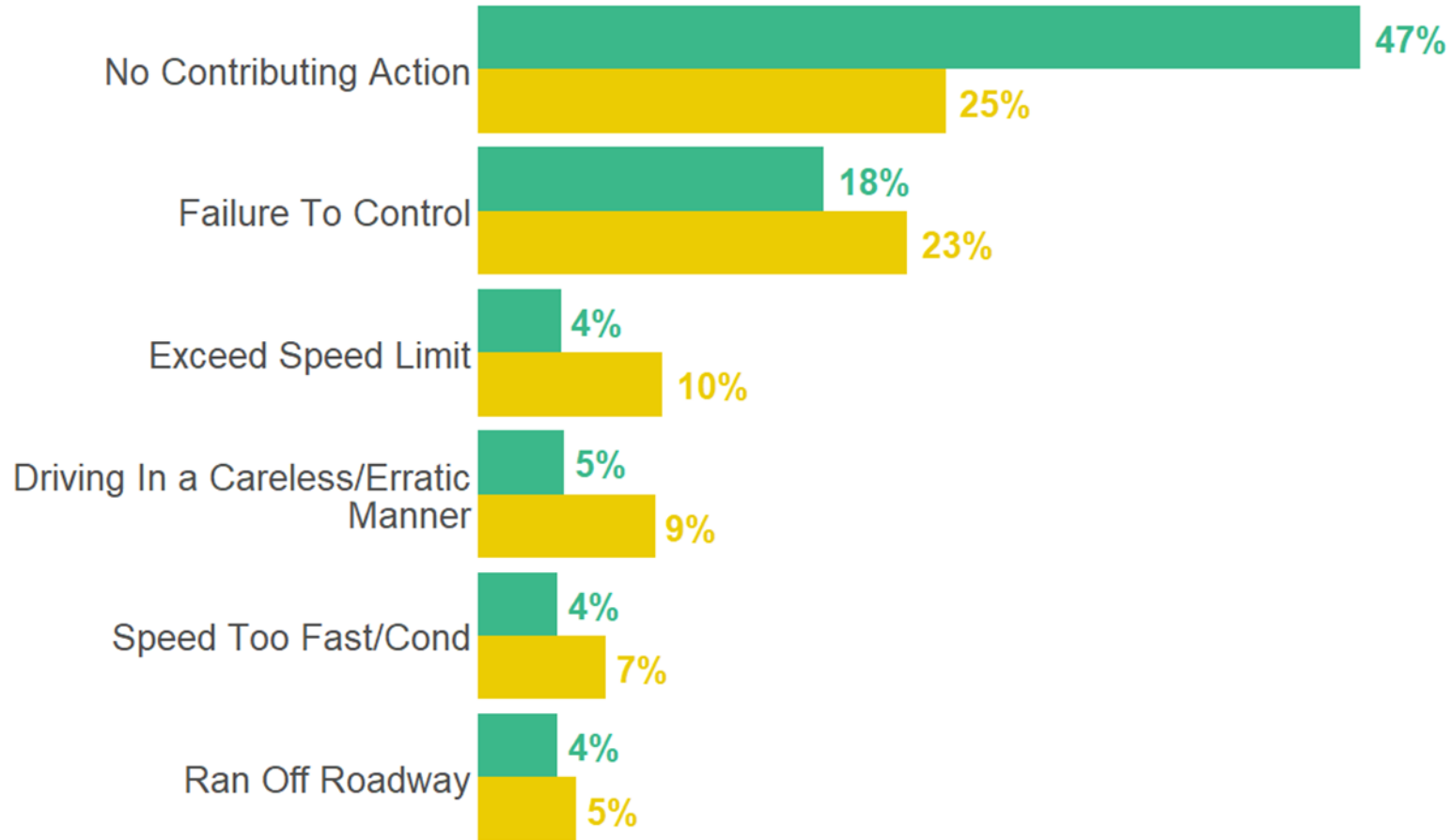
Time of Day of Motorcycle Crashes (2018-2020)



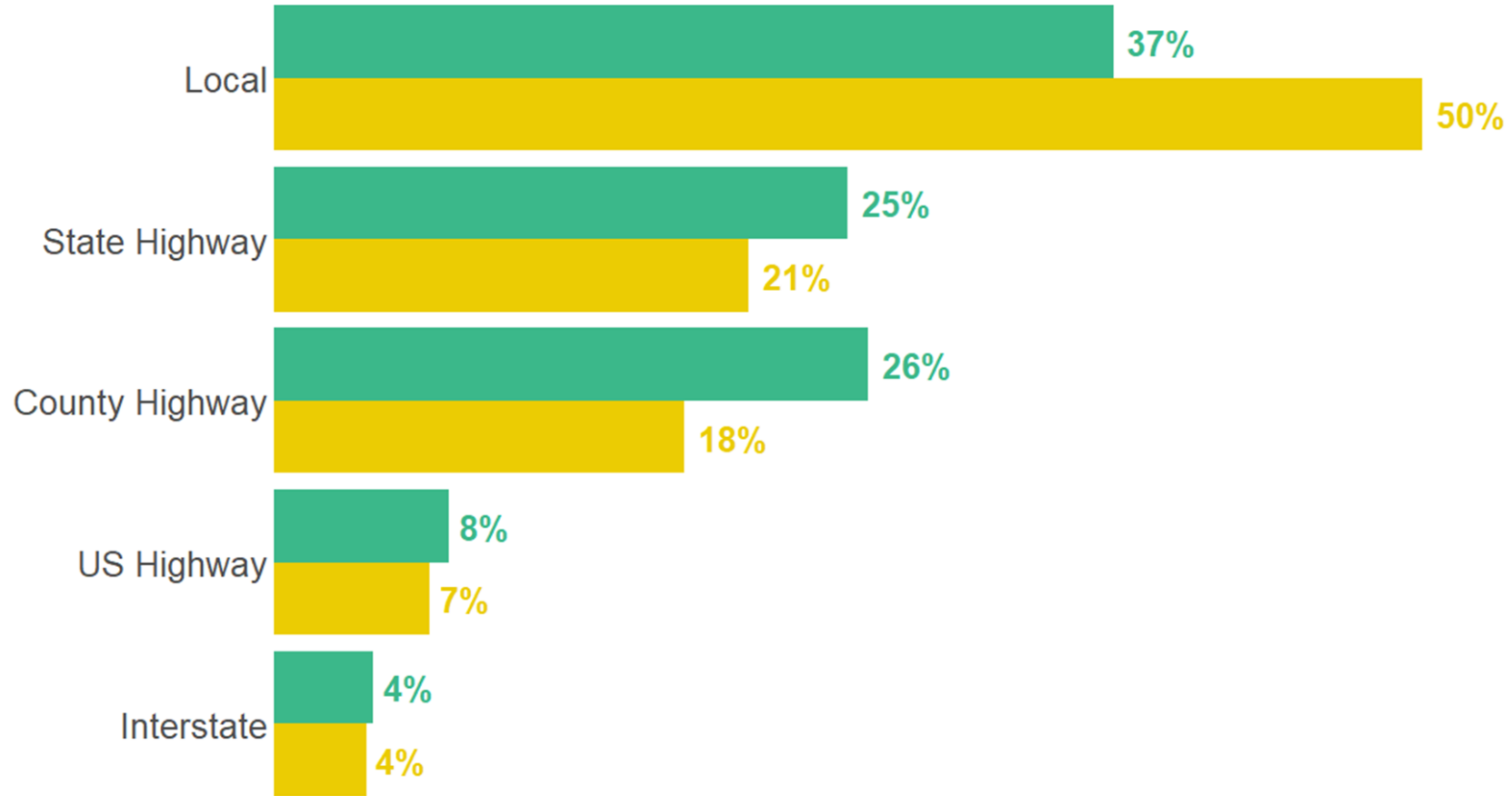
Time of Day of **Fatal** Motorcycle Crashes (2018-2020)



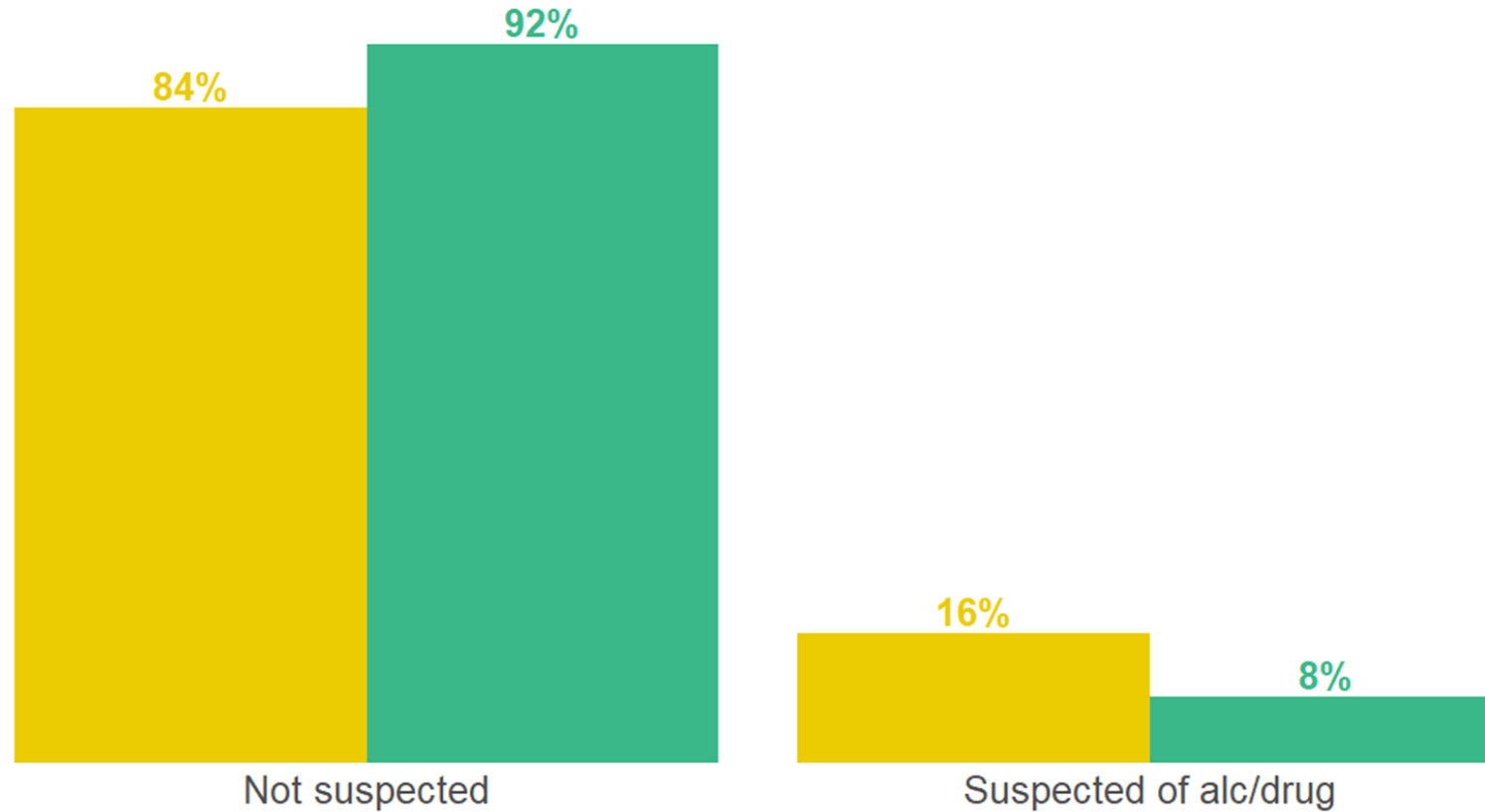
Top Actions of **Licensed** versus **Non-Licensed** Motorcycle Drivers in a Crash (n = 7,159)



Non-Licensed MC drivers are more likely to crash on a local road compared to Licensed drivers



Non-Licensed MC drivers are twice as likely to be suspected of drug/alcohol than **Licensed** drivers in a Crash (n = 7,159)



Age of **Motorcycle License Holders*** verse **Motorcyclists Drivers** in a Crash (2017-2019)

