

# Texas Motorcycle Safety Forum

Holistic Approach to Motorcycle Safety

April 2022



BMW Motorrad



**TRIUMPH**



**Kawasaki**



Since 1973

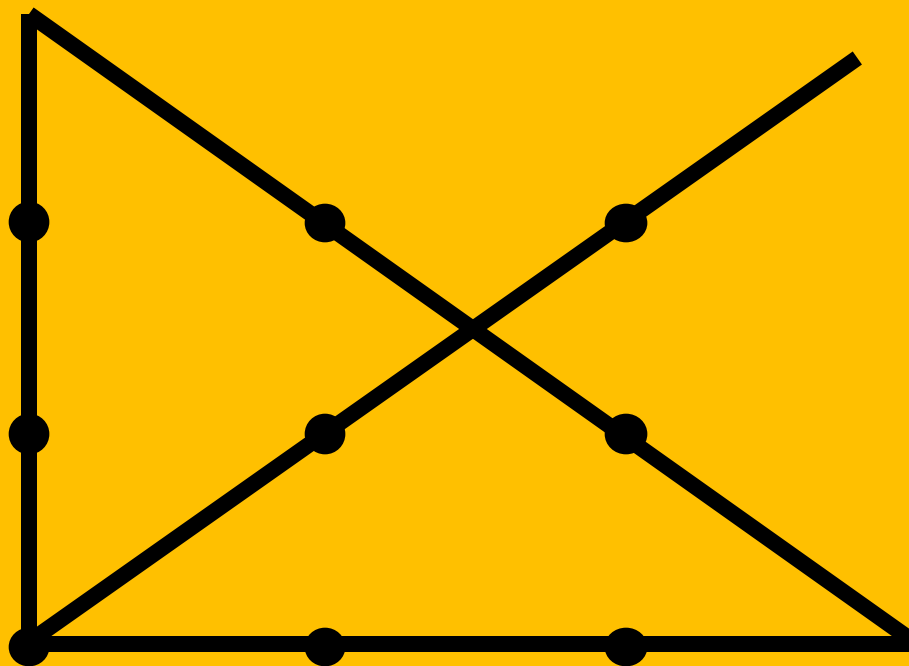






THE  
ORIGINAL  
BINGE  
THINKER.





# ***H O L I S T I C   S P A C E***

## ***Organizations to Individuals***



BMW Motorrad



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Since 1973



**Kawasaki**





# NASA Johnson Space Center, Houston



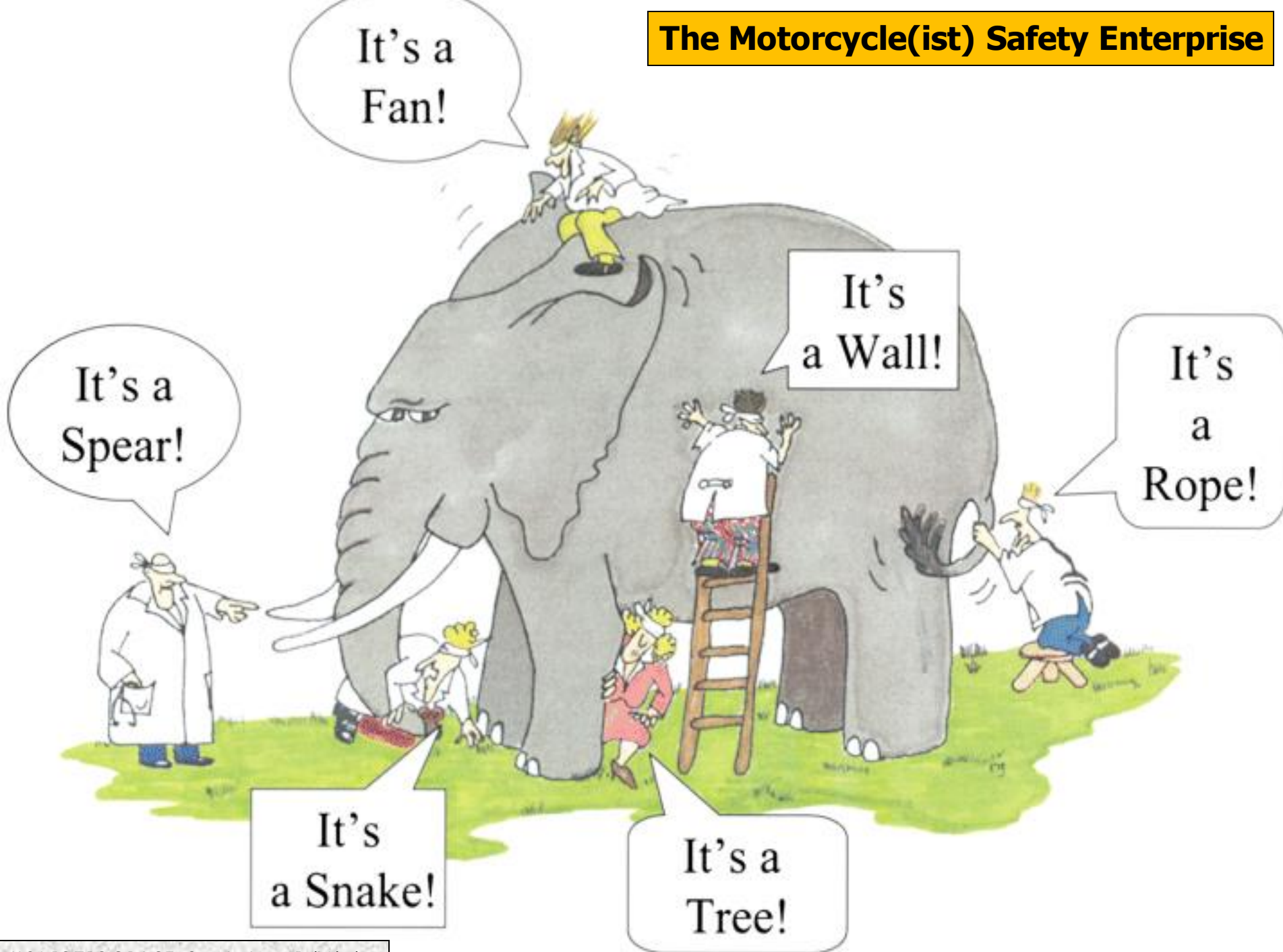


# Motorcycle Safety

## Holistic

**An existence other than  
as the mere sum  
of their parts**





# **Organizations to Individuals**

## **In the Motorcyclist Safety Enterprise**

**State Legislation, Policies, Priorities & Funding**

**Highway Users**

**Enforcement Practices**

**Safety Professionals**

**Motorcyclists**

**Highway Engineering**

**Community**

**Traffic Engineering**

**Public Information & Education**

**Emergency Medical Care**

**YOU**

**Industry & Technology**

**Rider Education & Training**

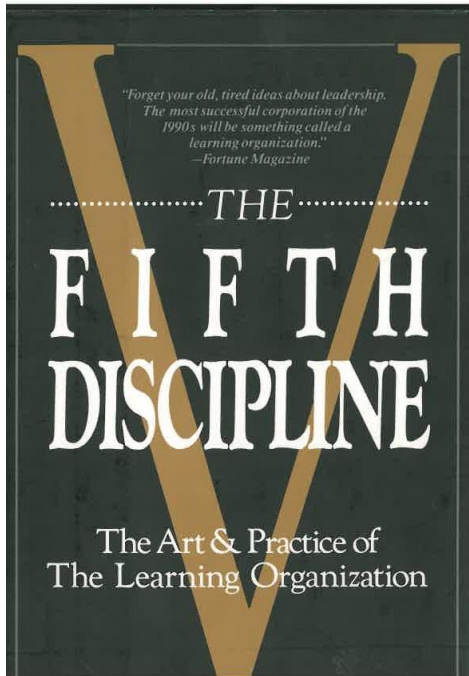
**Licensing & Testing**

**Family**

**Federal Legislation, Policies, Priorities & Funding**

# A Motorcycle Safety Enterprise

**Organizations to Individuals with Interconnected Goals  
and Interaction of Initiatives**



- 1. Shared Vision**
- 2. Personal Mastery**
- 3. Team Learning**
- 4. Aligned Mental Models**
- 5. Systems Thinking**



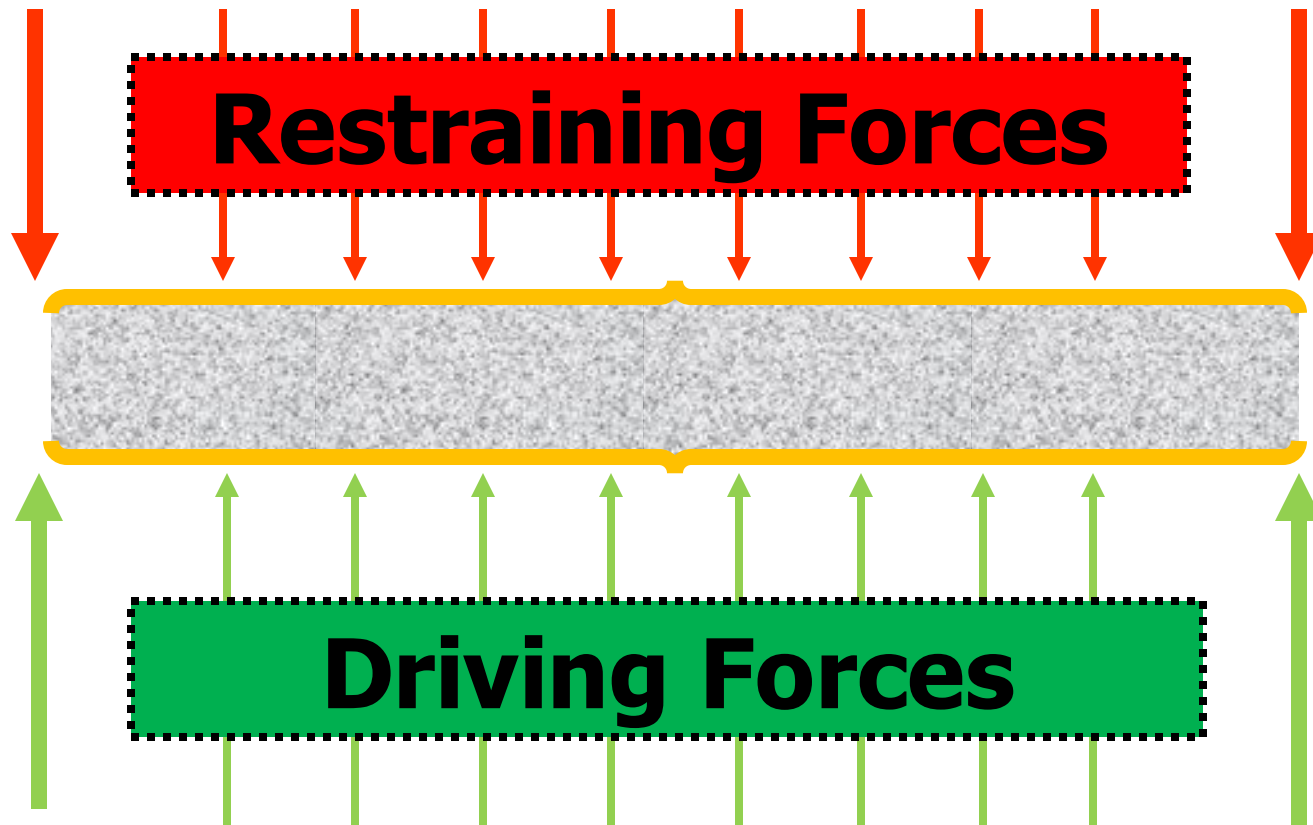
# Motorcycle Safety

## Space

Unlimited or incalculably  
great three-dimensional realm  
or expanse in which  
all material objects are located and  
all events occur

# Holistic Space

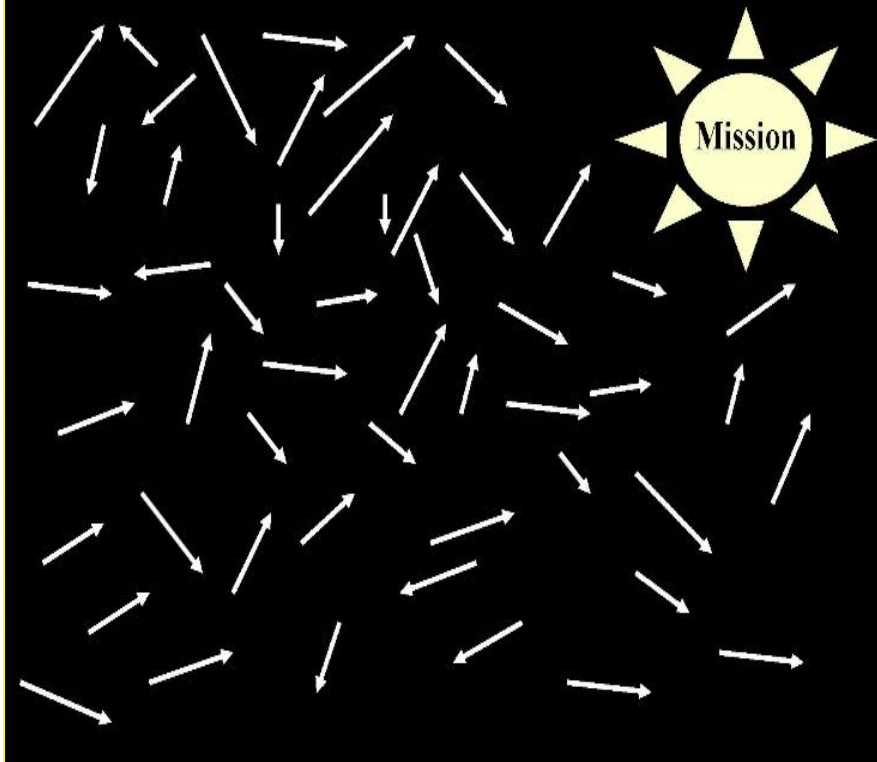
## Reaching Mission & Vision



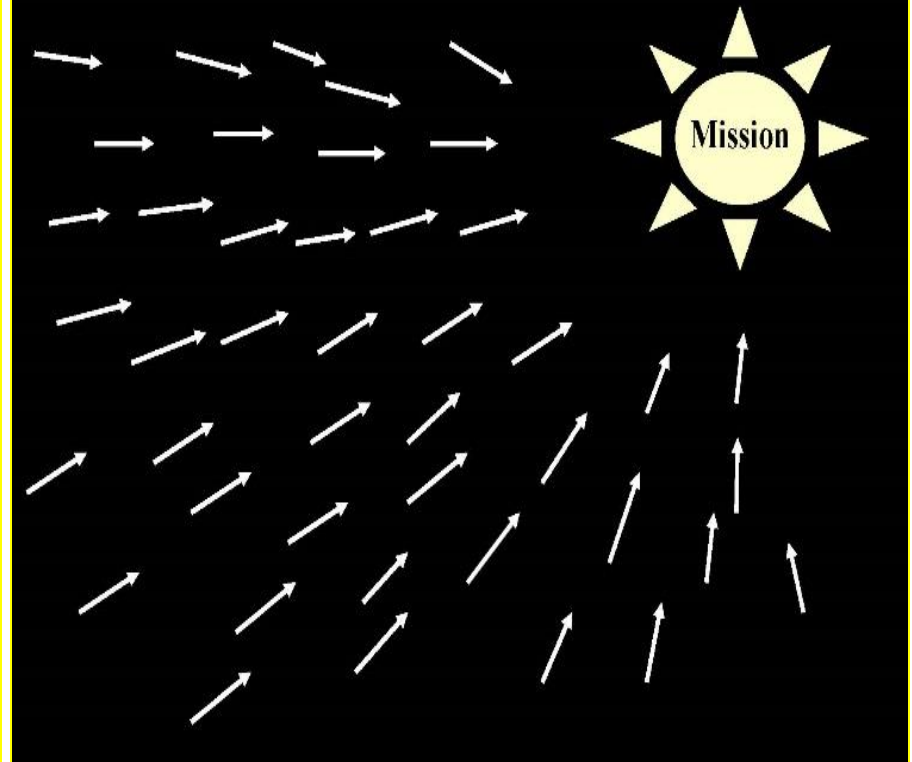
# Are We a Driving Force ??

Catalyst or Inhibitor

Delivery Perspective



Delivery Perspective





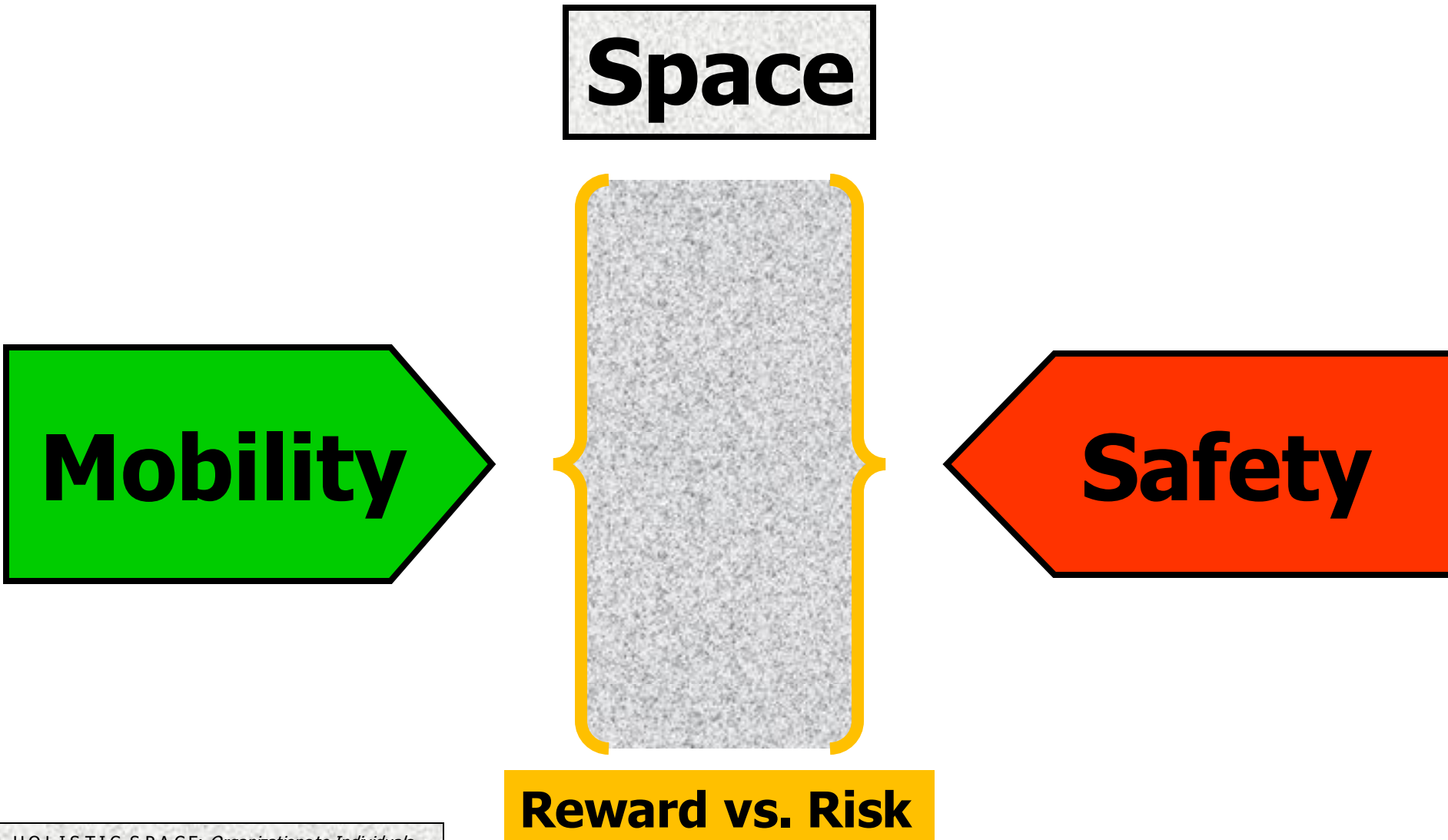
# Motorcycle Safety

## Safety

**Freedom from  
the occurrence or risk  
of injury, danger, or loss**

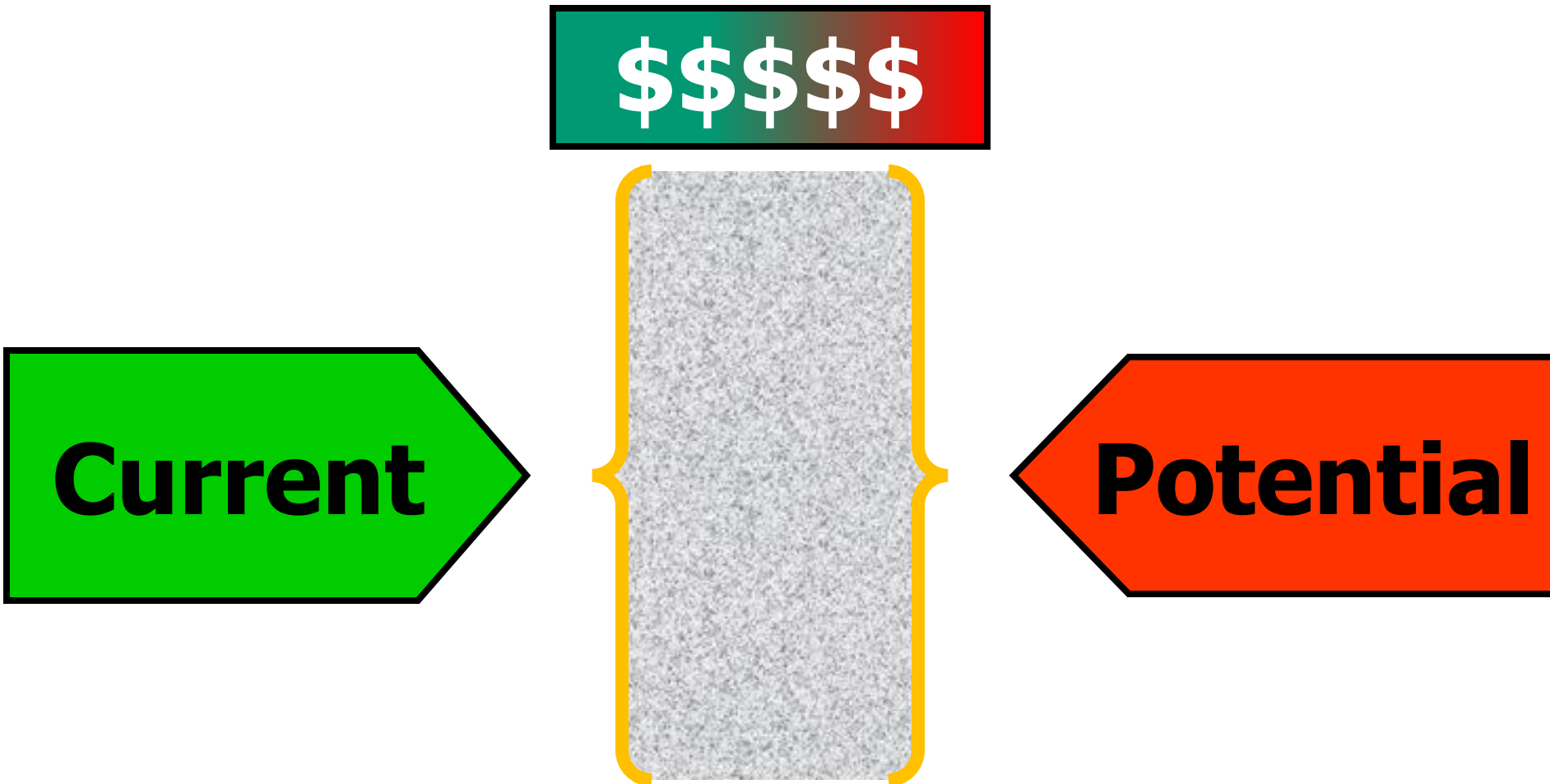
# Motorcycle Safety

## Space Between Mobility & Safety



# Safety Resources

## Space Between Current & Potential





# Motorcycle Safety

## Holistic Approaches

### E's of Traffic Safety

Education  
Engineering  
Enforcement  
Emergency Services



# Levels of Safety Countermeasures Education Perspective

## **I = Engineering, Enforcement & Emergency Services**

- Licensing
- Improved pavement lines
- Improved guardrails
- Enhanced warning signs
- Helmet use
- Personal protective gear use
- Yard signs
- Safety billboards
- Overhead sign safety messages
- Motorcycle anti-lock brakes
- Selective enforcement
- Crash response time

### **Traffic Safety “E’s”**

Engineering  
Enforcement  
Education  
Emergency Services

## **II = Skill training (Skill = Safety)**

## **III = Skill training with safety messages (Training + Education)**

## **IV = Skill training with behavior-related self-assessment and reflection (Training + Deeper Education)**

# Loss Reduction Model

	Human	Vehicle	Environment
Pre-Crash			
Crash			
Post-Crash			





**Row, row, row your boat**

**Gently down the stream**

**Merrily, merrily, merrily, merrily**

**Life is but a dream**





**Ride, ride, ride my bike**  
**Gently 'round the curve**  
**Live to ride another day**  
**That's what I deserve**

# **MOTORCYCLE SAFETY FOUNDATION**

**The Human Element: *Fuel Dreams & Save Lives***

## **Mission**

**MSF is the country's leading safety resource and advocate for motorcyclists. We create world-class education and training systems for riders of every experience level. We raise public awareness of motorcycling to promote a safe riding environment.**

## **Vision**

**To help motorcycle riders realize their full potential, elevating awareness of motorcycling safety in order to save lives.**

# **A Rider's Learning Journey**

## **Decision to Ride and Formal Training/Education**

**1. Complete the MSF website survey as a self-check to see if riding is for you.**

- 1. Are you a higher risk-taker than others you know?**
- 2. Can you ride a bicycle?**
- 3. Can you drive a manual-shift car?**
- 4. Do you see well?**
- 5. Are you mechanically inclined?**
- 6. Are you safety-minded?**
- 7. Do you respect machinery and other equipment that has risk?**
- 8. Can you focus?**
- 9. Can you handle your car in an emergency?**
- 10. Are you willing to invest some time in learning to ride the right way before hopping on a bike?**

# A Rider's Learning Journey

## Decision to Ride and Formal Training/Education

1. Complete the MSF website survey as a self-check to see if riding is for you.
2. Complete the Introductory Motorcycle Experience (IME) to confirm desire.
3. Complete the Basic *RiderCourse* (BRC) to get the basics on a training motorcycle. **[LICENSE or ENDORSEMENT]**
4. Complete the BRC2 to get the basics on a personal motorcycle.
5. To build and maintain skill and confidence, experience any or all:
  - a. Skill-Building Practice Exercises (Informal; Menu of 23 exercises).
    - Enroll many times; it could be different each time.
    - May last from 30 minutes to a full day.
  - b. Advanced *RiderCourse* (ARC).
  - c. Factors-Traps-Escapes Program (Classroom only).
6. Other.
  - a. 3-Wheel Basic *RiderCourse*.
  - b. *AdventureBike RiderCourse*.
  - c. *Dirtbike School*.
  - d. Host-An-Event Kits (Public education programs)

1. Start Right
2. Get Licensed
3. Ride More

# MSF Public Informal Training/Education Kits

THE HISTORY OF SHEET FOUNDATION PRESENTS  
**INTERSECTION**

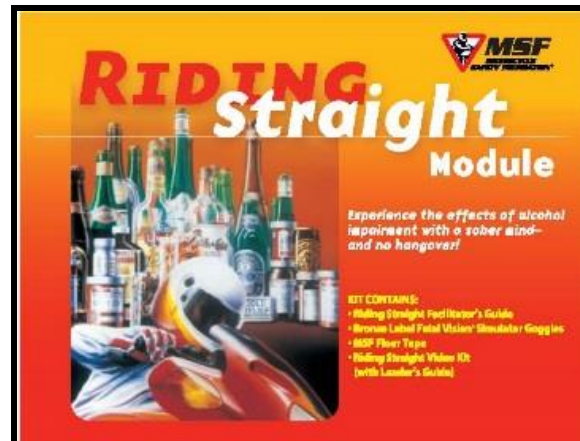
THE STORIES AND GAMES OF LETHAL  
 LEADERSHIP  
 DEBATE IT: TOP LINES  
 OF AN AUTOMOBILE OR TRUCK  
 WHO'D YOU TAKE THEM

The History of Sheet Foundation  
 Limited Edition: The Original  
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**Website Library**  
**[www.msf-usa.org](http://www.msf-usa.org)**



# **A Rider's Learning Journey Holistic Self-Assessment**

**5 Core Questions**

**4 Riding Subtasks**

**Personal Characteristics**

**Risk Offset**

# 5 Core Questions

What causes crashes?

- Interaction of factors

How long does it take?

- A split second

What is a good rider?

- One who reduces contributing factors

What is the primary challenge?

- Self-control with good risk offset

How does a rider reduce factors?

- Strategy: Search-Evaluate-Execute

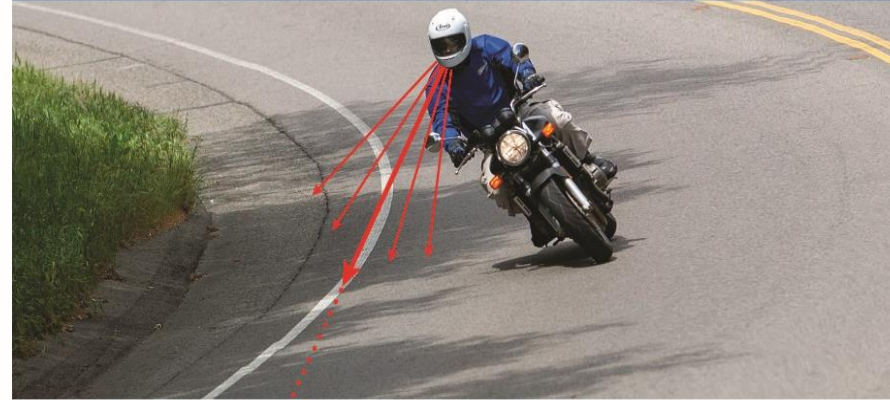


# 4 Riding Subtasks

**Physical**



**Mental/Perceptual**



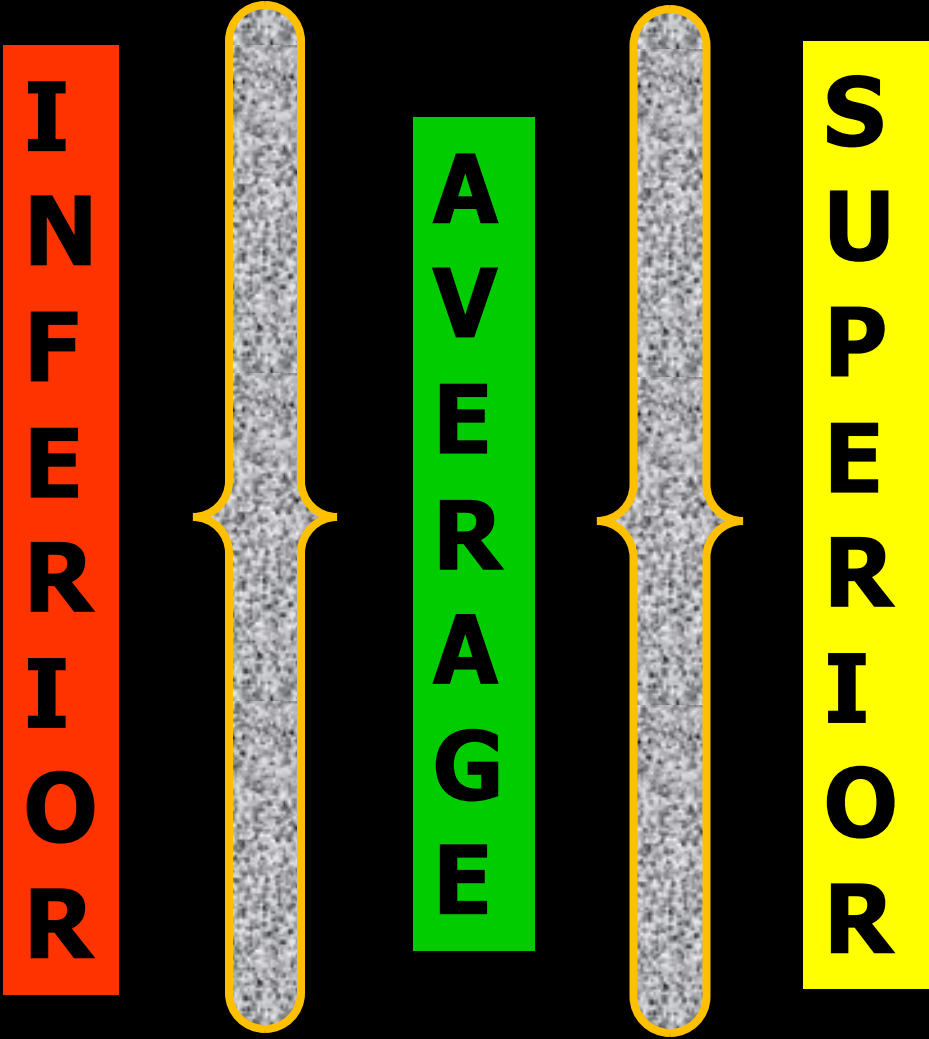
**Social**



**Emotional**



# Personal Characteristics

Characteristic				
Motorcyclist knowledge				
Motorcyclist skill				
Perceptual ability in traffic				
Cooperation in traffic				
<i>It will happen to me</i> ( <i>It being a crash</i> )				
Emotional commitment to riding safely				

# Risk Offset

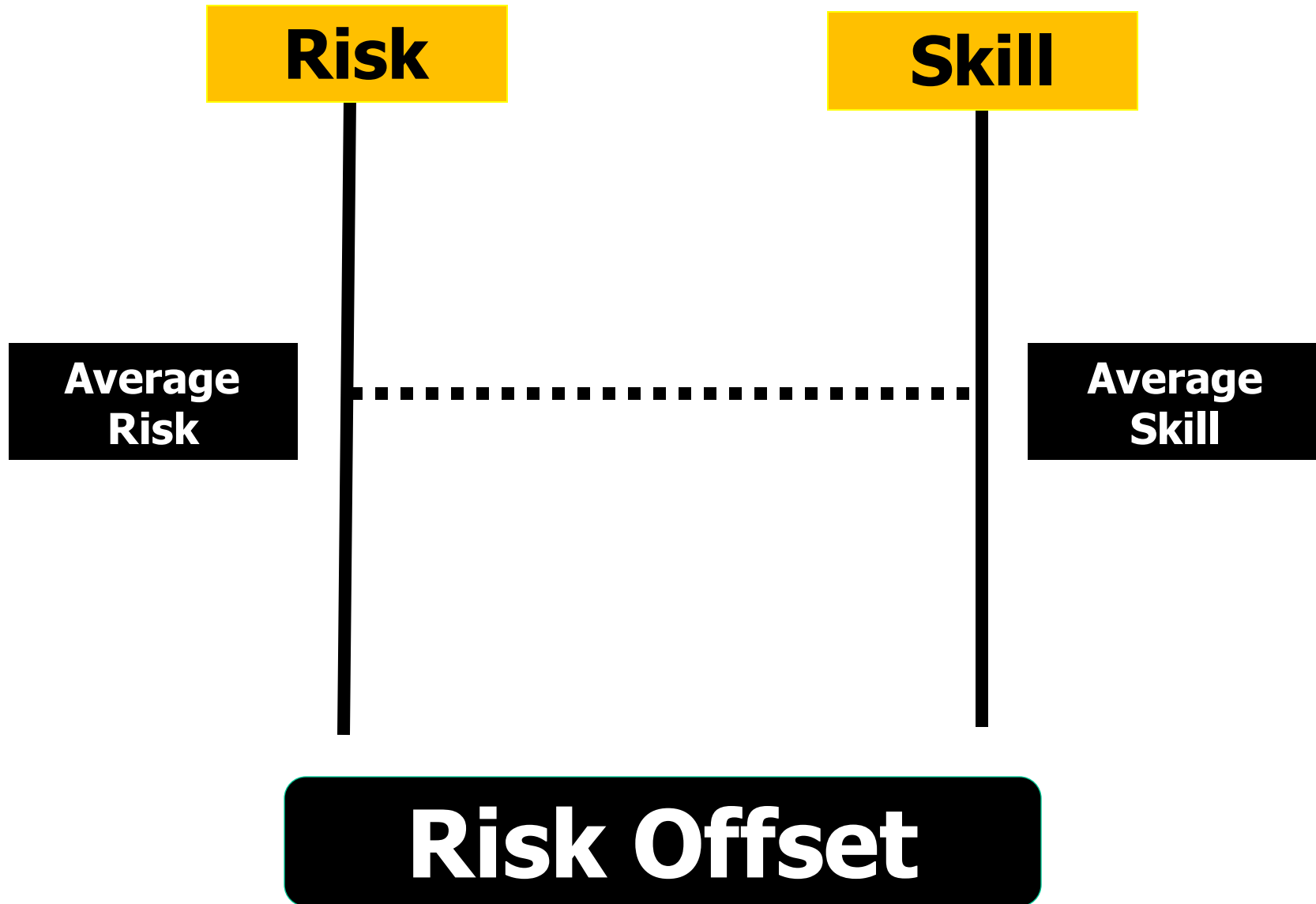
**Risk**



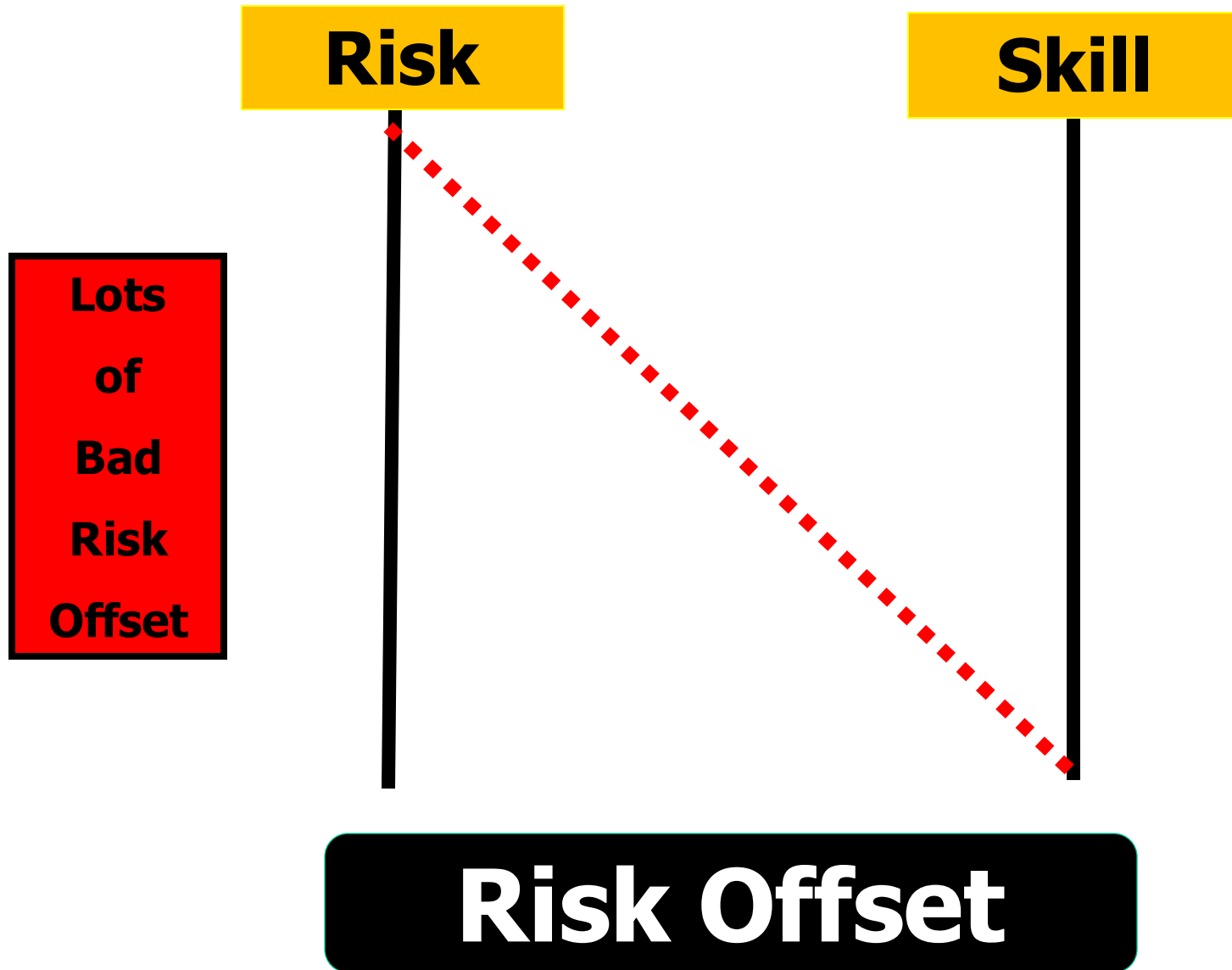
**Skill**



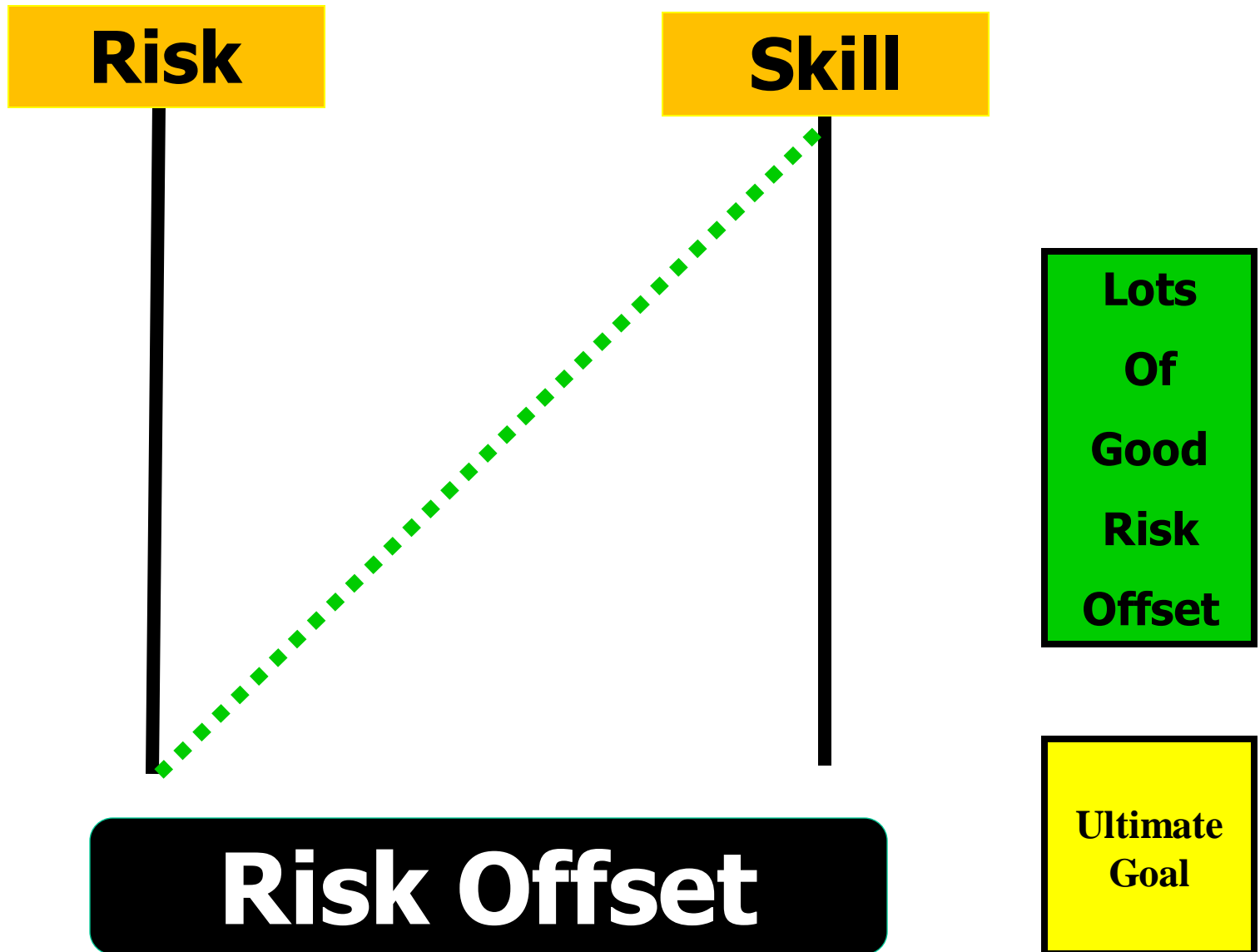
# Average Riders



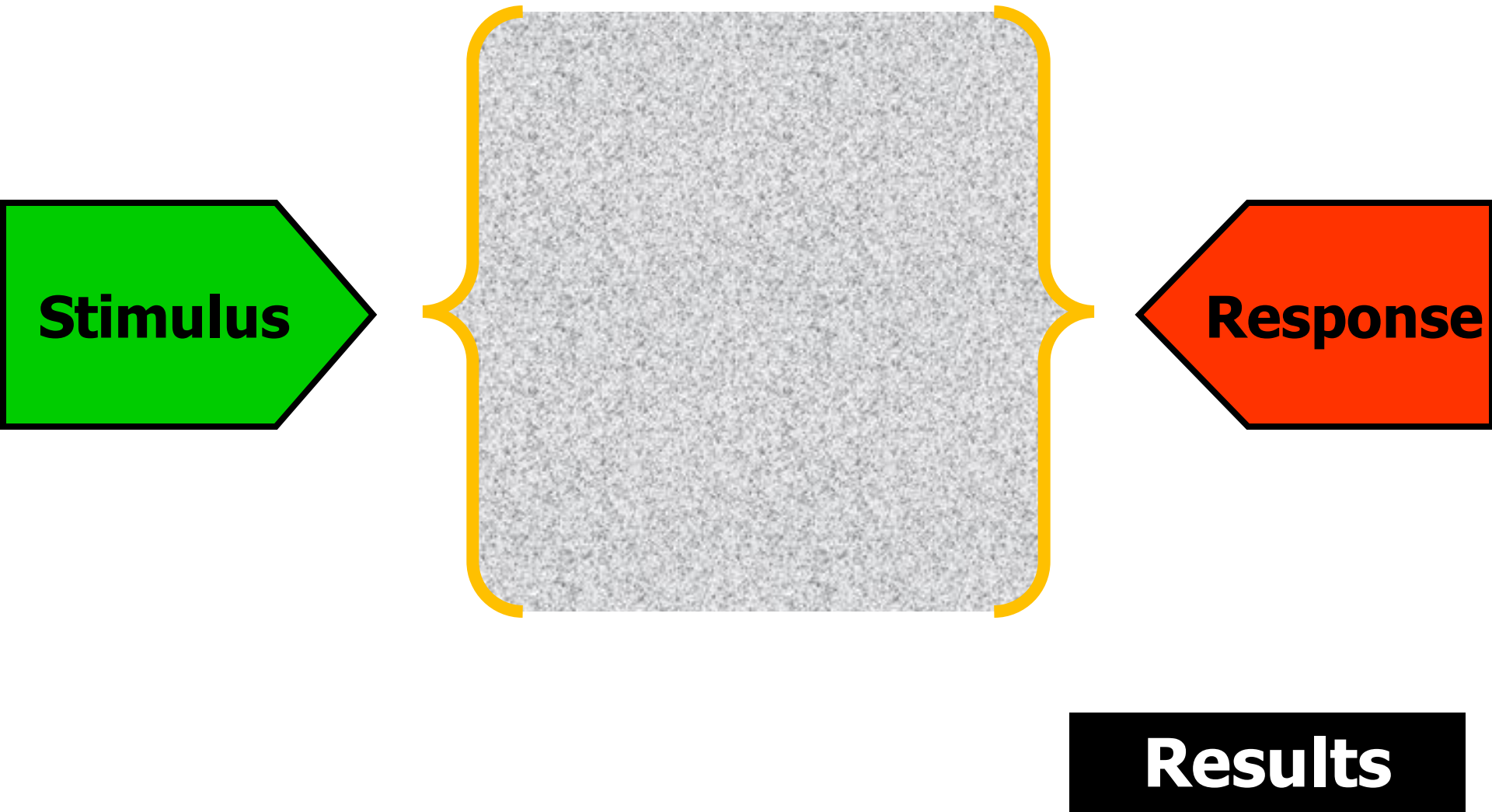
# Inferior Riders



# Superior Riders



# Holistic Spaces: Organizations to Individuals



# Holistic Spaces: Organizations to Individuals

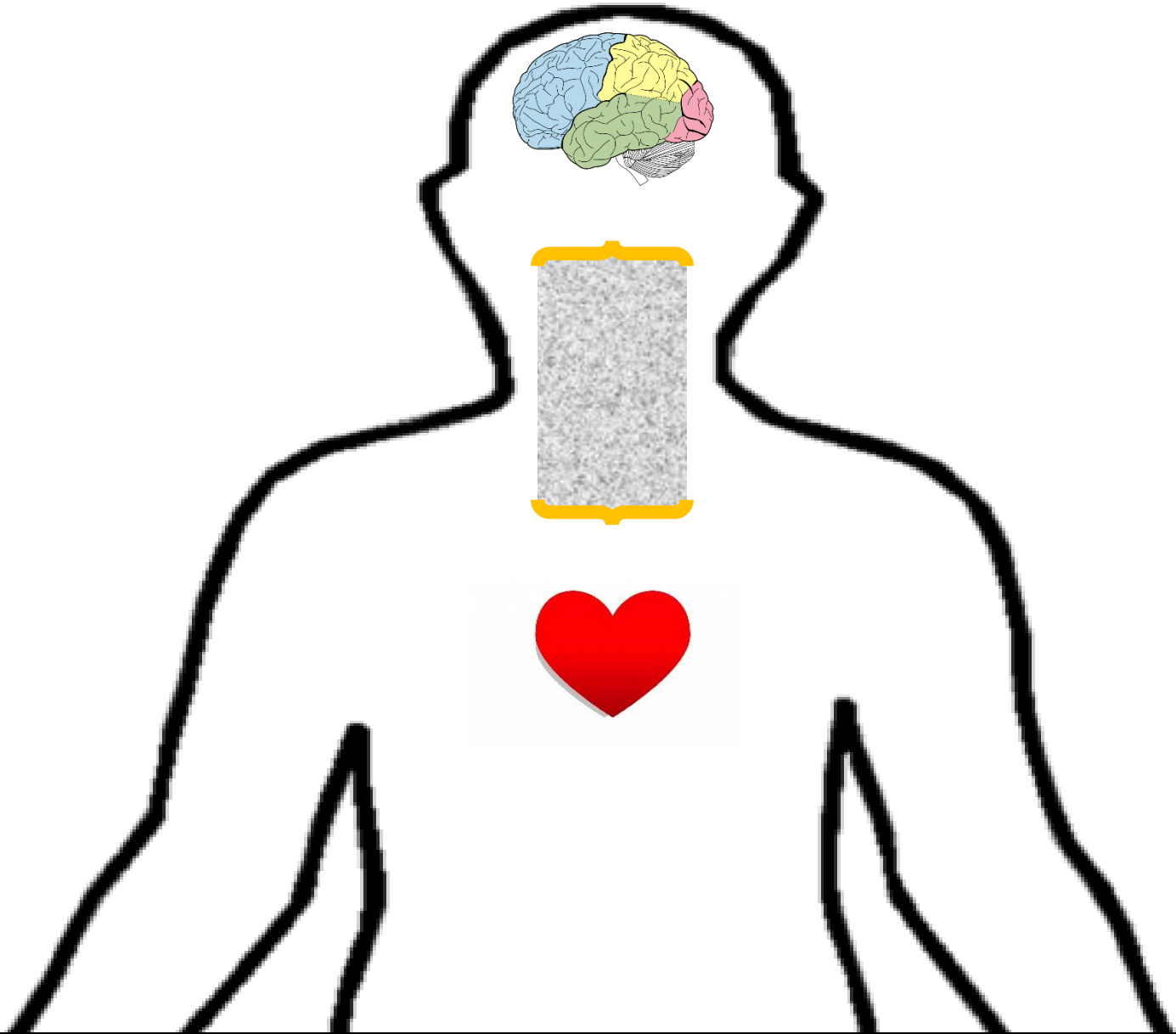




# Travel Space: Tenth of a Second



# Travel Space: Head to Heart



# Holistic Spaces: Organizations to Individuals

## What Catalysts Do

**Stimulus**

**Continue to Learn**  
**Embrace Challenges**  
**Persist during Setbacks**  
**Seek Mastery**  
**Learn from Criticism**  
**Inspired by Success**

**Response**

**Let's Not Get Stuck on an Island !!**

# Someday Isle...



**Your Actions Can Make a Difference**

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**TRIUMPH**



**Yasaki**



**Thank You!**

**Have a Meaningful Forum!**

Since 1973