

Motorcycle Safety Research, Advocacy, and Public Education in Texas

2021-2025

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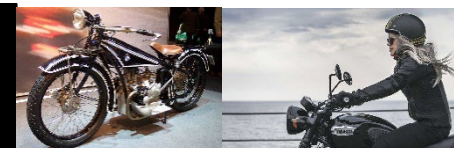
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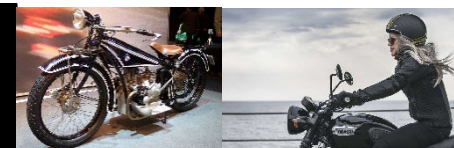
Micah Leonard



Motorcycle Rider Safety Topics

Topic	Issue	Need	Comments	Rank*
Instructors	Texas has a deficit of approximately 150 instructors.	Need to recruit and retain qualified instructors.	No known formal programs in Texas (or the U.S.) to address issue.	1
BRC/IC/ARC Enrollment	Most riders do not enroll in courses to improve riding skills, attitude, and culture.	Increase rider enrollment in all courses	Need more instructors before recruiting additional riders to courses.	2
M Endorsement	Nearly 50% of all riders who are fatally injured <i>do not</i> have an M endorsement.	They may not have fundamental training so there is a need to increase BRC (and IRC, ARC) enrollment.	TxDOT currently has a project intended to increase M licensure rates (mailers to riders with a MC registration but no M endorsement).	3
Alcohol	Over 40% of rider fatalities involve alcohol	Change the drinking culture within the riding community.	Very challenging issue that will likely require sustained attention, increased resources, and coordination between agencies.	4

* Rank based on factors such as financial resources, timeframe, applicability to TDLR, and potential impact.



Activities to Date

Retain existing instructors, attract/recruit new instructors, increase class enrollment.

Year 1: Instructor Retention

Develop and deploy education and outreach materials to retain and recruit instructors

Year 2: Instructor Recruitment

Develop and deploy education and outreach materials to recruit new instructors

Year 3: Class Enrollment

Develop and deploy education and outreach materials to increase class enrollment

Year 4: Instructor and Student Enrollment

Continue outreach efforts to increase instructor recruitment and class enrollment

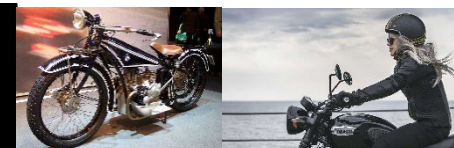
Support instructor professional development and continuous improvement

Develop an instructor enrollment program

Deploy program
Begin data collection

Identify barriers to motorcyclists enrolling in safety classes/revise materials

Identify motorcyclist safety materials for driver education



Increasing Instructor Participation Rates in Texas

The purpose of this year's project was to increase the number of instructors and retain existing instructors. This objective was addressed by:

- conducting a **survey** study to identify the underlying reasons why riders become and remain instructors and then,
- using these results, develop and deploy an ***education and outreach campaign***.



Instructor Recruitment & Retention

Recruiting cards

- Lifelong Learner
- Sharing the Passion
- YOU ... an instructor!

Best Practices for Schools to use to evaluate and incorporate instructor retention practices.



YOU
should think about becoming
an instructor!

TDLR
TEXAS DEPARTMENT OF
LICENSING & REGULATION

INSTRUCTOR: _____
SCHOOL: _____

Texas Motorcycle Safety Instructor Program

TDLR
TEXAS DEPARTMENT OF
LICENSING & REGULATION

Lifelong Learner





- ✓ Do you enjoy helping others?
- ✓ Are you a natural teacher?
- ✓ Do you improve your safety knowledge and riding skills year after year?
- ✓ Are you committed to riding and safety?
- ✓ Would you like to make some money teaching others how to ride?
- ✓ Have you thought about becoming an instructor?

Sign up to take the instructor training today!

Find a motorcycle school:
<https://www.tdlr.texas.gov/mot/find-schools.htm>

Becoming a new instructor:
<https://www.tdlr.texas.gov/mot/mot-instructor-apply.htm>

Texas Motorcycle Safety Instructor Program

TDLR
TEXAS DEPARTMENT OF
LICENSING & REGULATION

Sharing the Passion





- ✓ Love for riding
- ✓ Passion for improving safety
- ✓ M license for 2+ years
- ✓ Practice safe riding habits – ATGATT, ride sober
- ✓ Good driving record
- ✓ Want to make some extra money
- ✓ READY?

Sign up to take the instructor training today!

Find a motorcycle school:
<https://www.tdlr.texas.gov/mot/find-schools.htm>

Becoming a new instructor:
<https://www.tdlr.texas.gov/mot/mot-instructor-apply.htm>



Retaining Motorcycle Safety Instructors in Texas

A Best Practices Guide for Motorcycle School Owners

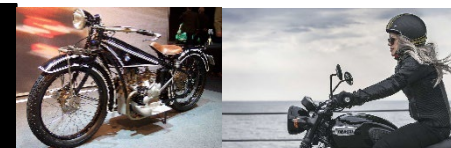
If you operate a motorcycle rider training school in Texas, you know how valuable your instructors are. With a statewide shortage of motorcycle safety instructors, it's more important than ever to support your school's experienced instructors, help prevent burnout, and encourage them to stay active and up to date. Consider trying one or more of the ideas below — and then fill in the back of this form to let us know how it worked!



To help with... You might offer: Such as:

Already
Doing (✓)

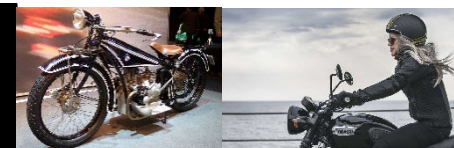
Worth a
Try?



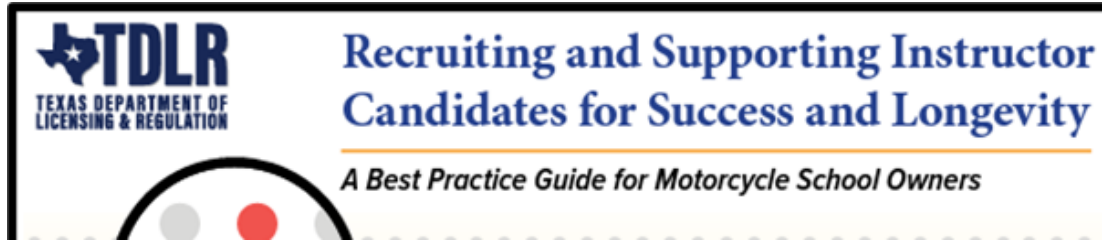
Instructor Recruitment – Survey(s)

Three similar surveys were conducted to increase rider participation.

- **Targeted Survey:** A direct email sent to unused addresses from the email list purchased in Year 1 (FY22).
- **Organizational Survey:** Advertised through an email sent to a list of contacts affiliated with motorcycle groups, clubs, organizations in Texas. Urged the recipients to send the survey to additional organization members/affiliates.
- **Event Survey:** Was self-administered by motorcyclists at motorcycle events in Texas (e.g., Lone Star Rally).



Instructor Recruitment



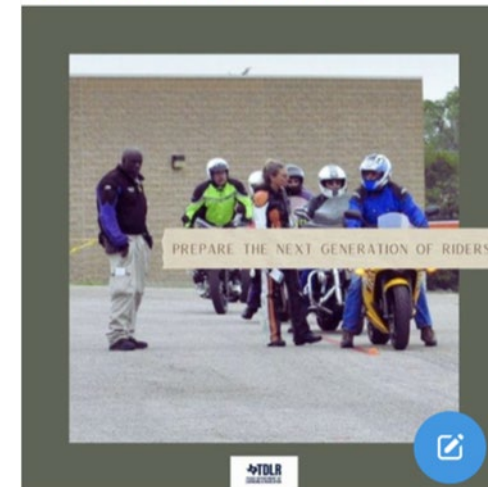
“Legacy of Learning” tip card aimed at teachers and coaches:

Best Practice Guide for school owners to consider when recruiting, interviewing, vetting, and supporting a new motorcycle safety instructor candidate.

Podcast, news article, and social media.



Attention educators and coaches! Expand your horizons and embark on a thrilling journey as a Motorcycle Safety Instructor. For more information, visit[<https://www.tdlr.texas.gov/mot/mot-instructor-apply.htm>](<https://www.tdlr.texas.gov/mot/mot...>) See more



Texas Motorcycle Safety INSTRUCTORS NEEDED!

Texas has a shortage of motorcycle instructors to teach the next generation of riders. Unlicensed riders make up a significant amount of the crashes and fatalities on and off Texas roads. You could help put an end to that. With your teaching skills and your love of riding, you could help make the roads safer for new riders.



Legacy of Learning



If this describes you:

- ★ You enjoy teaching and mentoring.
- ★ People come to you for advice.
- ★ You learn more by teaching others.

You could:

- ★ Contribute to the safety of future riders.
- ★ Supplement your current teaching income.
- ★ Earn a patch for your contribution to the motorcycle world.

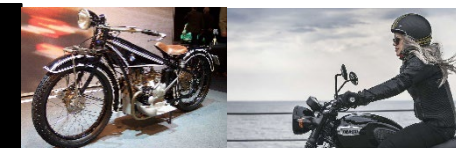


Prepare the next generation of riders!

CYS2223 8721 3000_AUG23

 **Find a motorcycle school:**
<https://www.tdlr.texas.gov/mot/find-schools.htm>

Becoming a new instructor:
<https://www.tdlr.texas.gov/mot/mot-instructor-apply.htm> 



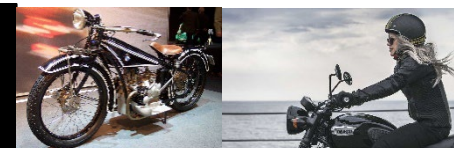
Encourage Riders to Take Courses - Survey

~50% of riders killed in crashes in Texas are unlicensed.

What are the factors that contribute to a motorcyclist's decision to enroll or not to enroll in a motorcyclist safety course?

Different demographic and other characteristics may be associated with:

- Being a rider who completed at least one training course (trained rider)
- A rider who has not completed a training course (untrained rider).



Encourage Riders



Look Learn Live.org
Published by Hootsuite
June 24 · 🌐

Ready to turn inspiration into action! 🏍️

Enrolling in a motorcycle safety course is a game changer. Learning the basics and ensuring safe riding practices can make all the difference. After completing the class and passing the required exams, you can obtain your motorcycle license if you don't already have one and officially join the rider community! #NewRiders #MotorcycleJourney #SafeRiding



TAKE A CLASS,
GET YOUR LICENSE!



See insights and ads

Boost post

12

2 shares

Like


Comment

Share


Comment as Look Learn Live.org



Social Media



THE RIDER COMMUNITY MATTERS



Being a rider means you are part of a community.
How do you contribute and how does that influence or affect the larger community where we all live?
Taking a class can put you in contact with other riders.

Your Rider Journey brochure.

The “About Us” section is customizable by motorcyclist safety schools.

About Us

(Official Label of Team)—we're passionate about motorcycles and the journey they inspire. As avid riders ourselves, we understand the thrill of the open road and the sense of freedom that comes with it. Our mission is to support and guide motorcyclists at every stage of their journey, from the initial spark of inspiration to the ongoing pursuit of mastery.



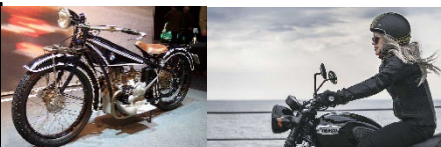
From motorcycle safety courses and gear recommendations to mentorship opportunities and group rides, we're dedicated to helping riders like you navigate every twist and turn of the road ahead. Join us as we embrace the adventure, camaraderie, and endless possibilities that motorcycling has to offer.



Cathy Brooks
CURRENT MOTORCYCLE INSTRUCTOR
"Riding the open roads is a passion, but guiding others safely through the twists and turns of their motorcycle journey is a calling"



CONTACT US!
+123-456-7890
hello@motorcycle.com
NEWMOTOWEB.com



Resource Website, Development

Instructors

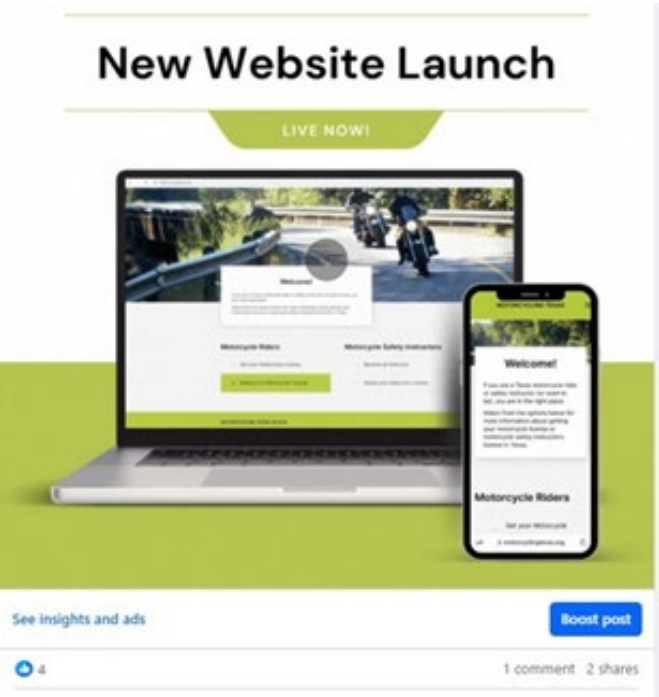
- Become an Instructor
- Renew your License

Riders

- Get your MC License
- Renew your MC License

texasridereducation.org

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SESSION PRIMARY CHAN...	SESSIONS
Direct	56
Organic Search	9
Referral	4
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Instructor Retention and Training Program Focused Research

A nuanced view of the reasons why motorcyclists become instructors, the challenges they face, and why they might decide to remain in or leave the profession. Provider and owner perspectives remain missing, requiring deeper qualitative research.

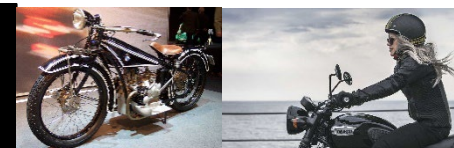
Instructor training course: September 15-21, 2025

- 7 student interest surveys received, and consent requested
- 5 consented to participate
- 5 Pre-course & Post-course interviews conducted

Instructor training course: February 23 – March 1, 2026

As of November 11, 2025:

- 6 student interest surveys received, and consent requested
- 6 consented to participate

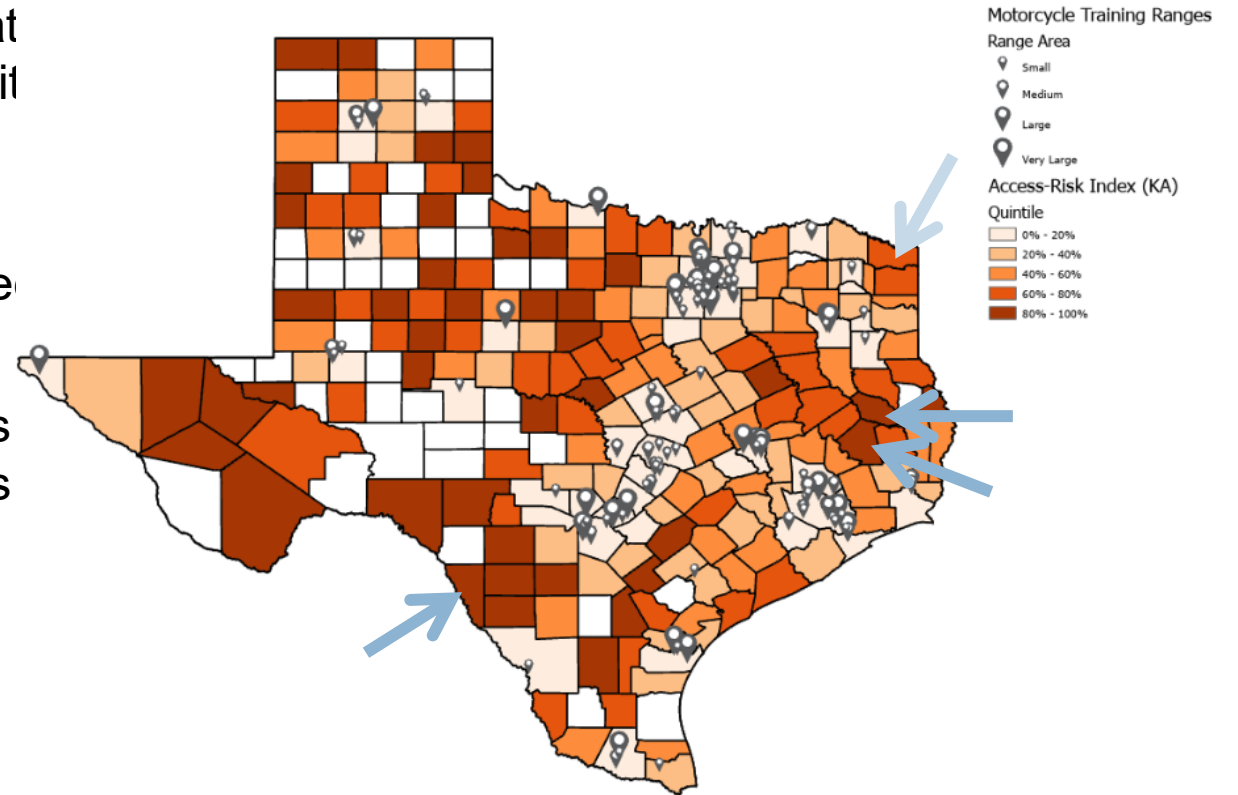


Barriers to Rider Training and Licensing

Training Range Distribution: Ranges concentrate in high-population counties. Gaps in high per-capita registration counties lack training access.

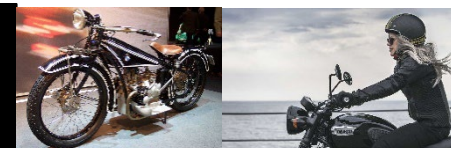
High-Need Counties: Maverick, Angelina, Polk, Bowie. Limited training access and high unlicensed crash rates.

Injury Severity & EMS Distance: Severe injuries often occur farther from EMS providers. Hot spots were found in rural areas with higher severity and delayed response.



Conclusion:

- Nearly half of the riders were unlicensed, many not cited. Unlicensed riders => 2x crash risk.
- Counties lacking training and having high crashes: Maverick, Angelina, Polk, Bowie.
- Training success was high (97%), which supports expanding access statewide.
- Outreach, enforcement, and more training locations are recommended.



Motorcyclist Safety in Driver Education

Goal: Identify opportunities to increase motorcyclist safety through enhanced driver education course materials.

Objectives:

- Review selected curricula for motorcycle safety content to identify gaps, barriers, and opportunities for improvement.
- Identify current supplemental course materials used by providers.
- Request to present finding to the Driver Training and Traffic Safety Advisory Committee.

Methodology:

- Two-phase approach: Quantitative Review (10 curricula across 4 categories) and Qualitative Review (Interviews with driver education stakeholders).
- Comparison against Texas Driver Handbook.

Improve Motorcyclist Awareness within Driver Education

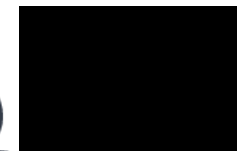


Develop Motorcyclist awareness/education materials for driving schools that address the human factors of drivers not seeing motorcyclist as easily (e.g. unintentional blindness) and requirements for motorcyclist licensing (training). Examine current driver-license exam for motorcyclist-specific questions.

Associated TSAP-M countermeasure: n/a

Associated NHTSA Category: Motorcycle Conspicuity and Motorist Awareness

Potential Champion/Lead Organization: Nina Jo Saint, PhD, SafeWay Driving; ABATE



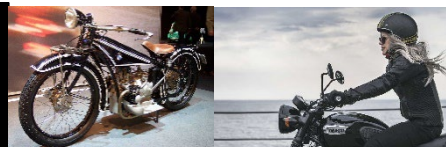
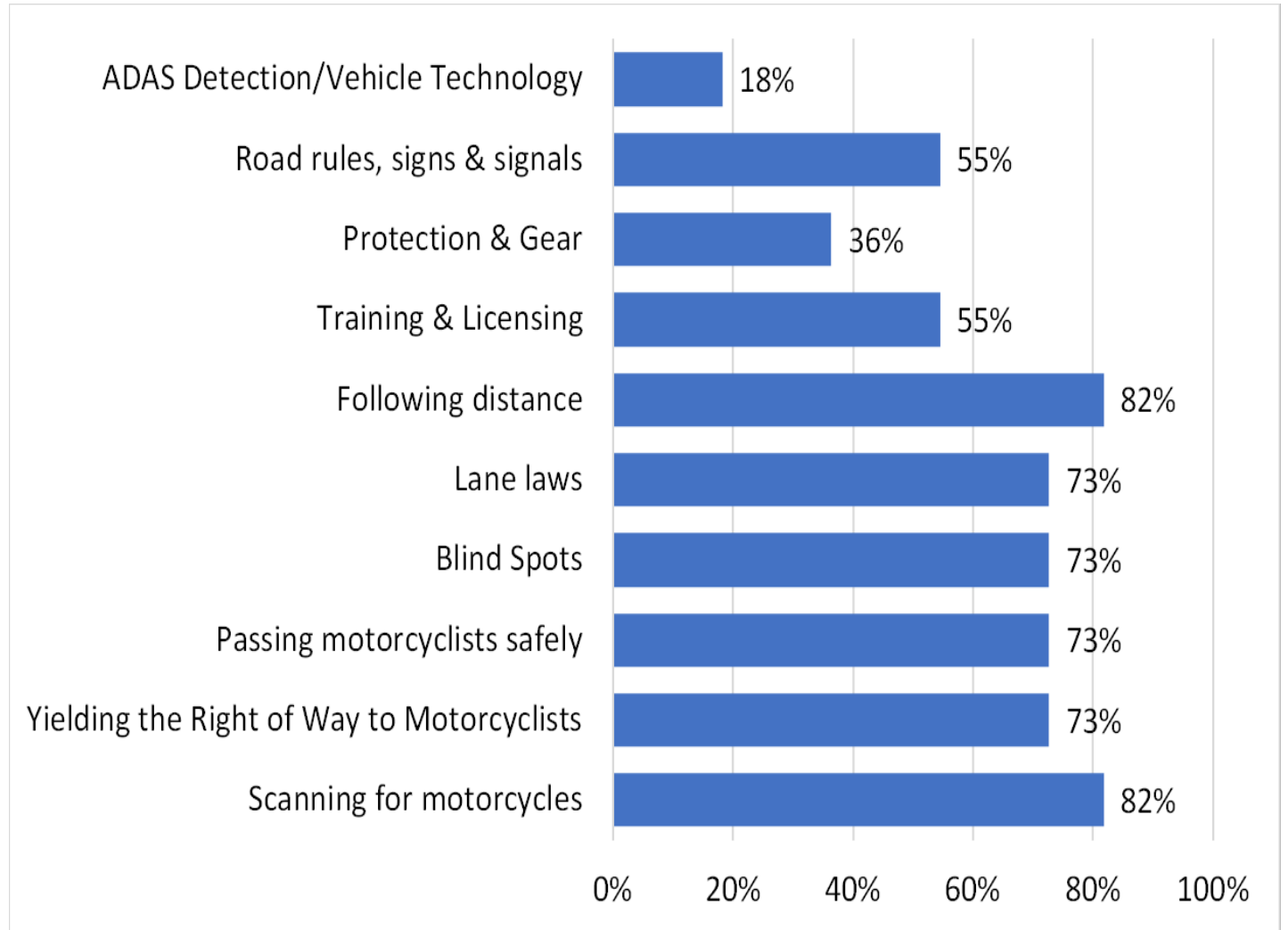
Motorcyclist Safety in Driver Education Analysis

Quantitative review of curricula.

Qualitative review with providers.

Recommendations:

- Curriculum integration: embed motorcycle safety across modules, not just “sharing the road.”
- Knowledge reinforcement: add motorcyclist-specific questions to tests.
- Behind-the-wheel practice: scanning for riders, following distance, blind spot checks. “Where is the motorcycle?”
- Modern visuals & cultural relevance: update graphics, ensure accurate Spanish translations.



Instructor Development Support

Provided logistical support to RTFC, Inc. in 2-day Professional Development Workshop, October 11-12, 2025, in Killeen.

Presenters:

- TDLR – Shanisty & Ford
- MSF – Dr. Ray Ochs
- Texas Instructor Training Providers



Looking Forward

**Instructor recruitment, development, & retention.
Increase class enrollment & safety education.**

