



Annual Report

Motorcycle Operator Safety Training

State Fiscal Year 2016



Office of Transportation Safety / Highway Safety Office

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Introduction

The Motorcycle Operator Safety Training (MOST) program was created in 1991 by Colorado Statute. It mandates that the Colorado Department of Transportation (CDOT) establish a motorcycle operator safety training program that promotes motorcycle safety awareness and supports 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 MOST program classes.

Students who are licensed Colorado residents or are active-duty military personnel are eligible for a Colorado motorcycle license. Adults who hold a valid driver's license from another state are eligible for a motorcycle license in the same state.

In State Fiscal Year (FY) 2016 MOST courses were offered in 16 counties. These counties account for 70% of Colorado's 195,603 registered motorcycles.

One of the objectives of MOST training is to reduce the number of motorcycle fatalities and crashes. This data is tracked by CDOT. Colorado motorcycle crash fatalities decreased from 98 in 2008 to 78 in 2011. Since 2011, partly due to the increasing number of registrations, the number of motorcyclist fatalities has increased, rising to 106 in 2015.

When MOST students were involved in motorcycle crashes, they were more likely to be wearing helmets. Among crashes involving operators and passengers in 2015, MOST students were properly helmeted 60% of the time, while riders overall properly wore helmets only 46% of the time.

With the number of motorcycle 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 purposes of providing the program.

The Colorado Department of Transportation (CDOT) administers the Motorcycle Operator Safety 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, www.comotorcyclesafety.com.

The website has readily accessible information about:

- Motorcycle operator training
- CDOT's *Ride Wise* and *Live to Ride* campaigns
- MOST training providers by geographic area
- Riding sober
- Importance of wearing protective gear
- Motorcycle laws and resources for riders
- Motorist tips including information for motorists to increase awareness of motorcycles
- Campaign materials available to partners and stakeholders
- Federal funding for motorcycle safety grants
- MOST Annual Reports

continued

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 (BRC) 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 are based upon documented research and have 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 2016, CDOT contracted with 12 MOST vendors to provide the training programs.

Annual Motorcycle Crashes and Fatalities

Motorcycle crash fatality data was 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 2015 is preliminary and will not be finalized until December 31, 2016.

Data pertaining to all motorcycle crashes was 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 included in this analysis are from MOST 2013-2016 student data bases.

Motorcyclist Fatalities

106 operators were killed in motorcycle crashes in 2015

- Motorcyclist fatalities represented 19% of Colorado's total traffic fatalities (106 of 547).
- Motorcyclist fatalities increased from 94 in 2014 to 106 in 2015, a 7.3% increase.
- The 7.3% increase in motorcyclist fatalities is a smaller change than observed for overall traffic fatalities, which increased by 12% in 2015 (from 488 to 547).
- 33 (35%) motorcycle operators killed did not have a motorcycle endorsement on their driver's license.
- 71 (70.3%) motorcycle operators involved in fatal crashes were determined to be "at fault."
- 41 (41.8%) fatal crashes involved only the motorcycle and no other vehicle.
- 31 (33%) motorcycle operators killed had a blood alcohol content (BAC) equal to or greater than 0.08.
- 57 (62%) motorcycle operators killed were not wearing a helmet.

continued

Annual Motorcycle Crashes and Fatalities

Annual Motorcyclist Fatalities by County, 2011-2015						
County	2011	2012	2013	2014	2015	Total by County
Adams	5	3	4	7	7	26
Alamosa	1	0	0	0	7	8
Arapahoe	7	6	6	3	0	22
Archuleta	1	0	0	1	1	3
Baca	0	0	0	0	0	0
Bent	0	0	0	0	0	0
Boulder	1	7	1	5	5	19
Broomfield	0	0	1	0	0	1
Chaffee	0	0	1	1	0	2
Cheyenne	0	1	0	0	0	1
Clear Creek	0	0	2	0	2	4
Conejos	1	0	1	1	0	3
Costilla	0	0	0	0	0	0
Crowley	0	0	0	0	0	0
Custer	1	0	0	2	0	3
Delta	1	2	4	0	0	7
Denver	6	3	5	7	14	35
Dolores	0	0	0	0	0	0
Douglas	2	2	3	3	5	15
Eagle	0	0	0	0	0	0
El Paso	15	11	12	19	10	67
Elbert	0	2	1	0	1	4
Freemont	0	1	3	3	1	8
Garfield	0	0	1	0	0	1
Gilpin	0	0	1	1	2	4
Grand	1	0	0	2	1	4
Gunnison	1	1	0	2	4	8
Hinsdale	1	0	0	0	0	1
Huerfano	0	0	0	0	0	0
Jackson	0	0	0	0	0	0
Jefferson	6	9	9	11	14	49
Kiowa	0	0	0	0	0	0
Kit Carson	1	0	0	0	0	1
La Plata	0	4	3	1	2	10

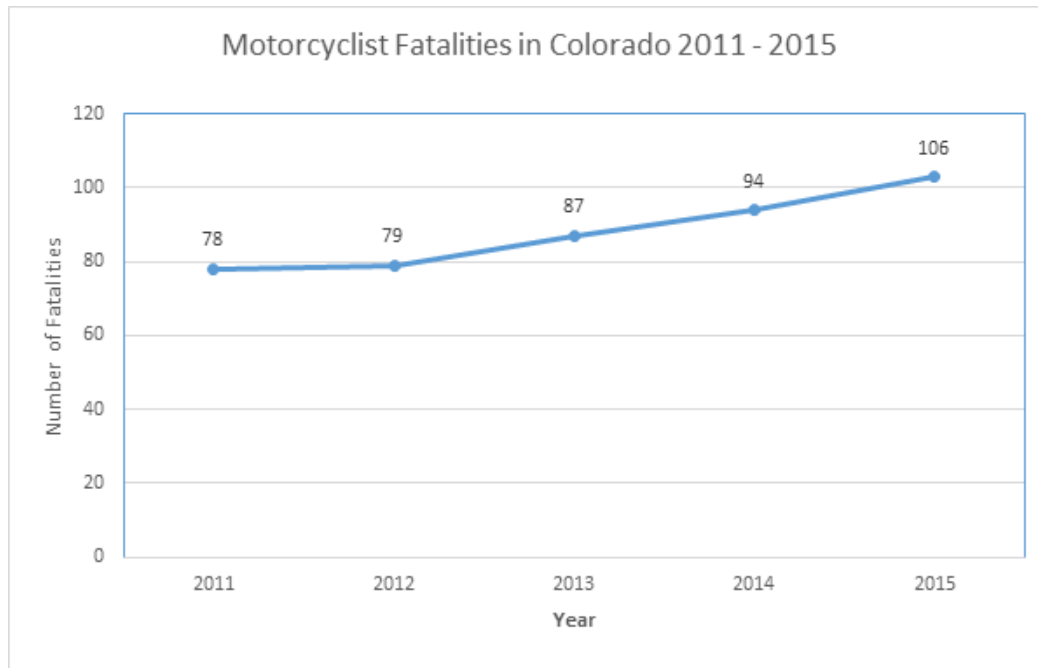
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Annual Motorcycle Crashes and Fatalities

Annual Motorcyclist Fatalities by County, 2011-2015						
County	2011	2012	2013	2014	2015	Total by County
Lake	1	0	0	0	0	1
Larimer	2	3	6	3	9	23
Las Animas	0	0	1	0	0	1
Lincoln	0	0	0	0	0	0
Logan	0	0	0	3	2	5
Mesa	5	2	7	2	7	23
Mineral	0	0	0	0	0	0
Moffatt	1	1	0	0	1	3
Montezuma	3	0	0	1	0	4
Montrose	3	0	0	1	1	5
Morgan	0	2	1	0	0	3
Otero	0	0	3	0	0	3
Ouray	0	0	0	1	0	1
Park	1	1	2	1	0	5
Phillips	0	0	0	0	0	0
Pitkin	0	0	0	1	0	1
Prowers	0	0	0	1	0	1
Pueblo	4	4	0	2	0	10
Rio Blanco	0	0	0	0	0	0
Rio Grande	0	0	0	0	0	0
Routt	0	0	2	0	1	3
Saguache	0	0	0	0	0	0
San Juan	0	0	0	1	0	1
San Miguel	1	1	1	1	0	4
Sedgewick	0	0	0	0	0	0
Summit	3	0	0	0	0	3
Teller	0	0	1	0	1	2
Washington	0	0	0	0	0	0
Weld	4	11	5	7	8	35
Yuma	0	0	0	0	0	0
TOTAL	79	77	87	94	106	443

continued

Annual Motorcycle Crashes and Fatalities



Motorcyclist Fatalities by Age Group, 2011 - 2015					
AGE	2011	2012	2013	2014	2015
< 20	3	1	2	1	0
20 - 29	17	15	14	23	26
30 - 39	7	11	13	12	14
40 - 49	13	14	24	18	18
50 - 59	25	26	13	25	29
60 - 69	10	10	15	12	14
> 70	3	2	6	2	5
TOTAL	78	79	87	93	106

Motorcyclist fatalities age 40 and over represented 65% of motorcycle fatalities in 2011, 66% in 2012, 67% in 2013, 60% in 2014 and 61.3% in 2015.

continued

Annual Motorcycle Crashes and Fatalities

Motorcycle Crashes

Statewide in 2015, there were 120,172 total vehicle crashes and 2,386 (2.0%) of those crashes involved motorcycles.

- Though motorcycles were involved in 2% of all crashes, when they did crash, 63% of the time (1,505 / 2,386) the motorcyclist was at fault. In crashes with 2 or more vehicles, the motorcyclist was at fault 38% of the time (544 / 1,425).
- MOST graduates were involved in 306 crashes in 2015 and were at fault in 61% of the crashes (183 / 306). In crashes with 2 or more vehicles, the MOST motorcyclist was at fault 37% of the time (68 / 186).
- In 2015, alcohol or drugs were suspected to be involved in a total of 222 crashes that involved a motorcycle. 180 of the motorcyclists were suspected of alcohol use and 18 operators were suspected of drug use. 36 drivers of other vehicles were suspected of alcohol or drug use. MOST students trained in 2015 were involved in 15 alcohol-related crashes and only 3 drug-suspected crashes.
- In 2015, among all motorcycle operators involved in a crash 47% (1,124 / 2,366) were properly wearing helmets. Among MOST students involved in a crash 62% (189 / 306) were properly wearing helmets.

Top 10 Most Prevalent Citations to Motorcycle Riders in Crashes, 2015			
Ranking	Citation Description	All Motorcycle Operators	MOST Students 2015 Crashes
1	Careless Driving	45.27%	68 (51.52%)
2	Following Too Closely	10.73%	15 (11.36%)
3	Drive under the Influence of Alcohol	9.95%	7 (5.30%)
4	Careless Driving Causing Injury	3.80%	6 (4.55%)
5	Reckless Driving	3.41%	6 (4.55%)
6	Improper Driving on Mountain Hwy	3.02%	2 (1.52%)
7	Failed to Drive in Single Lane	2.83%	8 (6.06%)
8	Leaving the Scene of an Accident	1.66%	0 (0.00%)
8	Violation of Red Light Signal	1.66%	2 (1.52%)
10	Failed to Drive in Designated Lane	1.46%	2 (1.52%)
TOTAL Citations*		83.8%	116 (87.88%)

*Total represents the top 10 plus additional categories. Does not equal 100%

continued

Annual Motorcycle Crashes and Fatalities

Top 10 First Harmful Event - Prevalence in Motorcycle Crashes, 2015					
Ranking	First Harmful Event (FHE)	Count of FHE	MC Operator FHE by Percent	MOST Students 2015 Crashes	Percent of MOST Students 2015 Crashes
1	Overtaking	618	41.06%	88	46.81%
2	Front to Rear	231	15.35%	31	16.49%
3	Curb	106	7.04%	9	4.79%
4	Front to Side	102	6.78%	10	5.32%
5	Side to Side - Same Direction	69	4.58%	9	4.79%
6	Wild Animal	68	4.52%	3	1.60%
7	Other Non-Collision	60	3.99%	10	5.32%
8	Guard Rail	36	2.39%	5	2.66%
9	Other Object (Specify in Narrative)	34	2.26%	4	2.13%
10	Parked Motor Vehicle	26	1.73%	2	1.06%
10	Embankment	26	1.73%	2	1.06%
	TOTAL	1376		173	

*Total represents the top 10 plus additional categories.

Top 5 Movements of At-Fault Motorcyclists at Time of Crash, 2015					
Ranking	Movement	MC Operator Movement Count	MC Operator Movement by Percent	MOST Students 2015 Crashes	Percent of MOST Students 2015 Crashes
1	Going straight	828	55.02%	93	49.47%
2	Spun Out of Control	169	11.23%	34	18.09%
3	Slowing	101	6.71%	10	5.32%
4	Making left turn	87	5.78%	6	3.19%
5	Other (Describe in Narrative)	66	4.39%	8	4.26%
	TOTAL	1251		151	

*Total represents the top 5 plus additional categories.

continued

Annual Motorcycle Crashes and Fatalities

Top 5 Movements of At-Fault Vehicles (Non-Motorcyclists) at Time of Crash, 2015					
Ranking	Movement	Non-MC Operator Movement Count	Non - MC Operator Movement by Percent	MOST Students 2015 Crashes	Percent of MOST Students 2015 Crashes
1	Making Left Turn	294	33.37%	38	32.20%
2	Going Straight	274	31.10%	37	31.36%
3	Changing lanes	90	10.22%	14	11.86%
4	Making Right Turn	47	5.33%	7	5.93%
5	Backing	43	4.88%	2	1.69%
	TOTAL	748		98	

*Total represents the top 5 plus additional categories.

Motorcycle Involved Crash - License Endorsement Compliance, 2015				
License Endorsement Status	License Endorsement Status Counts	Percent of MC Licenses Status	MOST Students 2015 Crashes	Percent of MOST Students 2015 Crashes
No Driving Endorsements	476	19.73%	44	14.15%
Endorsement Required & Complied With	1454	60.26%	256	82.32%
Endorsement Required & Not Complied With	341	14.13%	9	2.89%
Endorsement Required & Compliance Not Known	47	1.95%	2	0.64%
Unknown	95	3.94%	0	0.00%
TOTAL	2413	100.00%	311	100.00%

Helmet Use Among Motorcycle Operators in Crashes, 2015				
Helmet Status	Count of Helmet Use	Percent of Helmet Use	MOST Students 2015 Crashes	Percent of MOST Students 2015 Crashes
N/A (Cars/Trucks)	100	4.14%	10	3.22%
No Helmet	944	39.12%	97	31.19%
Available, not used	19	0.79%	0	0.00%
Helmet Improperly used	47	1.95%	2	0.64%
Helmet Properly used	1124	46.58%	189	60.77%
Unknown	79	3.27%	13	4.18%
Bicycle Helmet	4	0.17%	0	0.00%
	96	3.98%	0	0.00%
TOTAL	2413	100.00%	311	100.00%

continued

Annual Motorcycle Crashes and Fatalities

Helmet Use Among Motorcycle Passengers in Crashes, 2015				
Helmet Use	Count of Helmet Use	Percent of Helmet Use	MOST Students 2015 Crashes	Percent of MOST Students 2015 Crashes
N/A (Cars/Trucks)	8	4.32%	1	4.35%
No Helmet	90	48.65%	11	47.83%
Available, not used	5	2.70%	0	0.00%
Helmet Properly used	75	40.54%	10	43.48%
Unknown	7	3.78%	1	4.35%
TOTAL	185	100.00%	23	100.00%

Ranking	Road Description	Incidents of Condition	Percent of Road Description	MOST Students 2015 Crashes	Percent of MOST Students 2015 Crashes
1	Non- intersection	1143	47.90%	142	46.41%
2	At Intersection	720	30.18%	94	30.72%
3	Intersection Related	263	11.02%	28	9.15%
4	Driveway Access	166	6.96%	27	8.82%
5	Highway Interchange	55	2.31%	10	3.27%
6	Non-Intersection Rural	22	0.92%	1	0.33%
7	In Alley	14	0.59%	4	1.31%
8	Unknown	3	0.13%	0	0.00%
	TOTAL	2386	100.00%	306	100.00%

continued

Annual Motorcycle Crashes and Fatalities

Road Condition	Incidents of Condition	Percent of Road Condition	MOST Students 2015 Crashes	Percent of MOST Students 2015 Crashes
Dry	2245	94.09%	285	93.14%
Wet	93	3.90%	14	4.58%
Muddy	2	0.08%	1	0.33%
Snowy	2	0.08%	0	0.00%
Icy	4	0.17%	0	0.00%
Slushy	3	0.13%	0	0.00%
Foreign Material	25	1.05%	4	1.31%
Dry W/Visible Icy Road Treatment	10	0.42%	2	0.65%
Snowy W/Visible Icy Road Treatment	1	0.04%	0	0.00%
Icy W/Visible Icy Road Treatment	1	0.04%	0	0.00%
TOTAL	2386			0.00%

Weather Condition	Weather Condition Incidents	Weather Condition Percentage	MOST Students 2015 Crashes	Percent of MOST Students 2015 Crashes
None	1878	78.71%	238	77.78%
Rain	63	2.64%	11	3.59%
Snow/sleet/hail	6	0.25%	1	0.33%
Fog	1	0.04%	0	0.00%
Wind	8	0.34%	3	0.98%
Unknown	430	18.02%	53	17.32%
TOTAL	2386		306	

Availability of Training Throughout the State

SFY 2016 Motorcycle Training Courses Offered by County and Month

MOST courses are offered year-round; however, peak training times are spring, summer and fall. Riders may take courses in any county where training is offered.

	2015						2016					
COUNTY	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
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
Denver	X	X	X	X	X	X		X	X	X	X	X
El Paso	X	X	X	X	X	X	X	X	X	X	X	X
Garfield	X	X	X	X							X	
Jefferson	X	X	X	X	X	X	X	X	X	X	X	X
La Plata	X	X	X						X	X	X	X
Larimer	X	X	X	X	X	X	X	X	X	X	X	X
Logan		X										
Moffatt	X	X	X									
Montrose		X							X	X	X	X
Morgan	X	X								X		
Pueblo	X	X	X	X	X	X	X	X	X	X	X	X
Routt												X
Summit	X	X									X	X
Weld	X	X	X	X			X	X	X	X	X	X

Availability of Training Throughout the State

Availability of Training Throughout the State By Registration

In SFY 2016, CDOT-approved MOST courses were offered in 16 counties. These counties account for 70% of Colorado's registered motorcycles. Data from the Colorado Department of Revenue shows a total of 195,603 motorcycles registered in 2015 (most current data available).

Motorcycle Registration Calendar Year 2015	Total 195,603	Percentage 100.00%
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	COLORADO COUNTIES where Training is Provided	County Motorcycle Registration	Percentage of State Registrations
1	ADAMS	15,435	7.89%
2	ARAPAHOE	16,242	8.31%
3	DENVER	13,398	6.85%
4	EL PASO	24,059	12.30%
5	GARFIELD	2,398	1.23%
6	JEFFERSON	23,755	12.15%
7	LA PLATA	2,998	1.54%
8	LARIMER	14,093	7.21%
9	LOGAN	952	0.49%
10	MOFFAT	564	0.29%
11	MONTROSE	1,605	0.82%
12	MORGAN	1,123	0.58%
13	PUEBLO	5,907	3.02%
14	ROUTT	1,351	0.69%
15	SUMMIT	1,423	0.73%
16	WELD	11,598	5.93%
	Total	136,901	70%

Scope of MOST Training

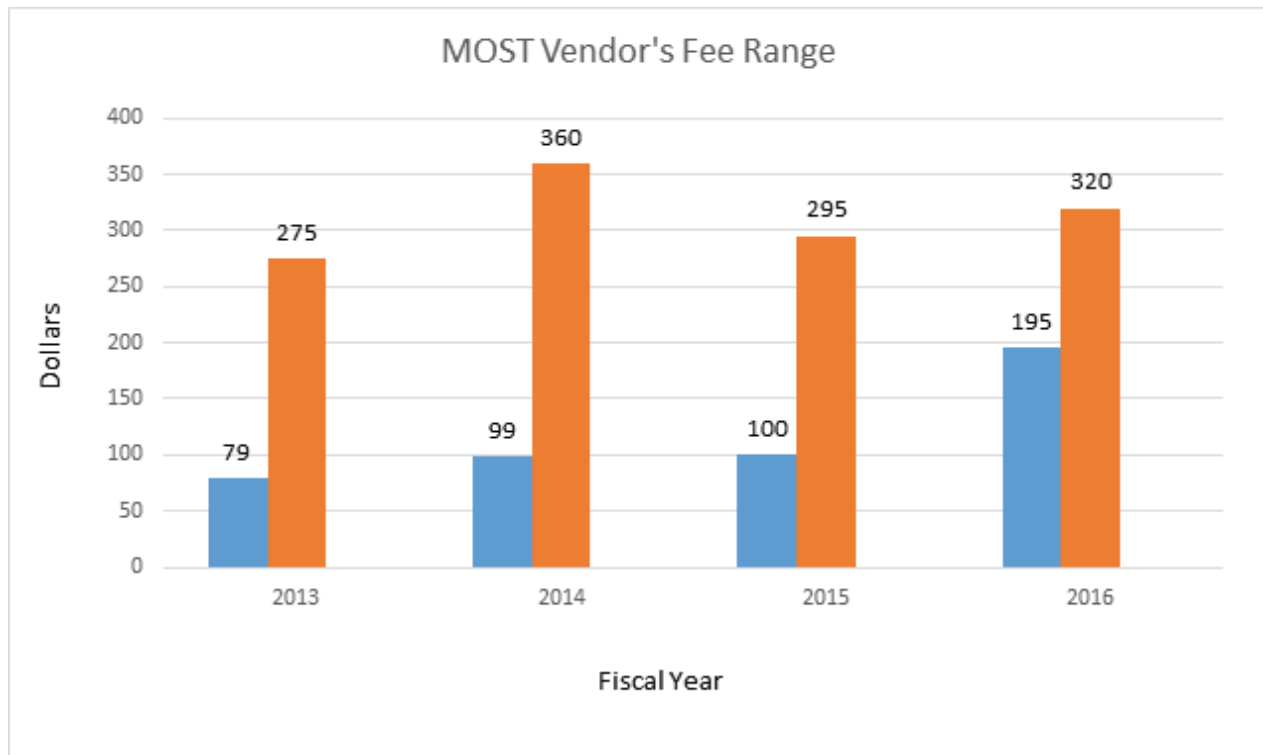
Twelve MOST vendors served 16 counties throughout Colorado and utilized 127 MOST Instructor Trainers throughout the year.

Historic and Current Training Costs

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. These amounts are what the student paid for a beginning rider course. The cost ranges listed below do not reflect any additional discounts offered by the vendor.

- FY2013 - fees ranged from \$79 to \$275
- FY2014 - fees ranged from \$99 to \$360
- FY2015 - fees ranged from \$100 - \$295
- FY2016 - fees ranged from \$195 - 320



Additional Performance Measures

MOST Rules

All MOST vendors are subject to MOST Rules and Regulations as defined in 2 CCR 601-23. MOST Rules can be found at the following link: <http://www.sos.state.co.us/CCR>

FY 2016 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.

Monies are credited to the MOST fund and used by CDOT to implement and administer the program. In FY 2016, \$800,000 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. Monies in the MOST fund are continuously appropriated, and unspent monies 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 Rule, allowable expenses fall into three categories: Administrative, 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.

11.04.3 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 Reimbursement Subsidy will be retained, eliminated or reinstated based upon yearly program performance measures.

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Additional Performance Measures

As of June 30, 2014, the MOST Tuition Reimbursement Subsidy program was discontinued after an internal and external assessment and analysis of the best use of funds per the Highway Safety Office (HSO) staff. HSO staff began to utilize the MOST funds as a contractual expense beginning in FY2014-15 in order to assist and improve the day-to-day operations, duties and responsibilities of the program. The HSO put out a request for proposal (RFP) for this project. During the course of the RFP, there were several challenges to the procurement process which delayed the awarding of the contract. No MOST funds have been expended on any student Tuition Reimbursement Subsidy for FY 2015-16.

In FY2014-15, MOST statute required that the HSO utilize a portion of MOST funds to promote training and motorist awareness of motorcycles. The HSO, working with the CDOT Public Relations department, determined to meet the statutory requirement that \$250,000 would be allocated to the Public Relations Office.

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 were down due to a staffing vacancy for most of the fiscal year (October - May).

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 promotes motorcycle safety awareness. In SFY 2016, the CDOT Office of Communications (OC) utilized MOST funds to promote motorcycle skills training through two campaigns called *Look Twice for Motorcycles*, and *Live to Ride* developed in partnership with the MOST Advisory Board marketing work group. Based on a review of increased fatality data and insights from the Advisory Board, the OC decided to focus its efforts to promote a safety campaign alerting all vehicles on the road to look out for motorcycles on the road.

Motorcyclists make up just three percent of vehicles on the road but account for 19% of overall fatalities. Nationally, per vehicle mile traveled, motorcyclist fatalities occurred 26 times more frequently than passenger car occupants in a traffic crash. These fatalities tend to peak during the summer months with more motorcycles on the road.

Head injury is the leading cause of death in motorcycle crashes. Nationally, 715 lives could be saved each year if helmets were worn by all motorcyclists. Colorado does not require adult motorcyclists to wear helmets.

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Additional Performance Measures

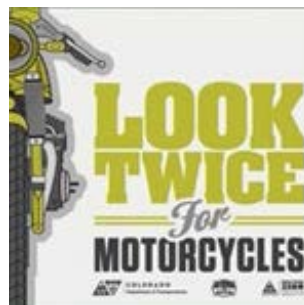
The campaign features a radio spot with burly-sounding motorcycle riders singing their message to motorists. Other advertising tactics included:

- Billboards
- Bus tail ads
- Web banners
- Gas station pump toppers

These are all running statewide.

CDOT's new *Live to Ride* campaign is designed to help motorcyclists of all skill levels ride safely, have fun, and most importantly, stay alive. *Live to Ride* endorses three primary safety messages:

- Get Training: Lack of training is a factor in Colorado's fatal motorcycle crashes. Motorcycle riders were found to be at fault in 7 out of 10 fatal crashes.
- Ride Sober: Impaired riding is also a major problem. 33% of riders killed in motorcycle crashes in 2015 were under the influence of alcohol.
- Wear Proper Protective Gear: Nearly two-thirds of the riders killed in Colorado last year were not wearing a helmet or were wearing it incorrectly.



continued

Additional Performance Measures

SFY 2015 MOST Program Budget

REVENUES		
Budget from motorcycle registration and license endorsement fees		\$ 800,000
Available for Administration	\$ 120,000	
Available for Contractual Expenses	\$ 430,000	
Available for Public Relations/Promotion	\$ 250,000	
Subtotal	\$ 800,000	
Carry Forward from SFY 2015		\$ 457,721.69
Total Revenue and Carry Over		\$1,257,721.69
ACTUAL EXPENDITURES		
Total Expenditures		\$ 337,570.97
Contractual Expenditures	\$ 16,497.65	
Administrative Expenses	\$ 67,760.97	
Public Relations/Promotion	\$ 253,312.35	
Subtotal	\$ 337,570.97	
Carry Forward for SFY 2016		\$ 920,150.72*

*\$700,000 of the Contractual Budget was encumbered and unavailable during the fiscal year due to several legal challenges throughout the procurement process, resulting in the larger carryover amount in the next fiscal year. Per State Statute, CDOT is unable to proceed with awarding any contract until all legal challenges and protests have been settled.

continued

Additional Performance Measures

FY 2012 - 2016 Students Trained by MOST Program Vendors					
VENDOR	2012	2013	2014	2015	2016
ABATE of Colorado	3,847	3,284	2,534	2,029	1,471
Black Bag	444	549	297	241	246
Bluecreek Motorcycle Training	224	256	249	386	375
Full Throttle**	564	2,354	2,618	2,404	1,627
G Force**	0	847	852	633	171
Iron Buffalo	0	549	603	637	525
Motorcycle Rider Training Center	571	467	530	676	636
Motorcycle Training Academy	2,021	1,943	1,674	1,723	1,649
Ricky Orlando Motorcycle School	215	143	117	126	131
Sleeping Giant Motorsports**	26	28	24	21	3
T3RG	1,334	840	634	594	510
Two Old Guys	0	45	113	139	118
White Buffalo (formerly Iron Buffalo)*	959	521	34	0	0
Wheels in Motion*	255	179	59	0	0
SW CO Motorcycle Safety Training*	205	0	0	0	0
Rocky Mountain Motorcycle Training*	258	231	0	0	0
CO Northwest Rider Training*	179	133	99	0	0
Iride Pikes Peak Motorcycle Training*	173	213	206	0	0

*These training schools ceased operation prior to fiscal year 2016.

**Student numbers are down in FY2015-16 due to one vendor having a medical issue and not being able to train the majority of the year, another who trained only a partial year, and another who lost the use of his range and had to relocate. Number of students trained is based on student roster numbers submitted as of June 30, 2016.

continued

Additional Performance Measures

Motorcycle Registrations by County*				
County	2011	2012	2013	2014
Adams	14,189	14,377	15,224	15,435
Alamosa	530	505	533	513
Arapahoe	15,453	15,351	15,868	16,242
Archuleta	661	631	669	678
Baca	149	147	144	130
Bent	127	117	122	110
Boulder	10,580	10,502	10,710	10,718
Broomfield	2,019	1,960	2,039	2,040
Chaffee	1,118	1,157	1,213	1,255
Cheyenne	89	85	87	81
Clear Creek	695	689	688	693
Conejos	323	324	331	332
Costilla	165	163	172	172
Crowley	98	99	108	111
Custer	285	290	317	324
Delta	1,300	1,291	1,339	1,345
Denver	12,341	12,347	13,055	13,398
Dolores	124	110	112	112
Douglas	10,339	10,225	10,488	10,634
Eagle	2,116	2,142	2,250	2,237
El Paso	23,555	23,278	23,720	24,059
Elbert	1,340	1,362	1,435	1,462
Fremont	2,432	2,437	2,489	2,525
Garfield	2,290	2,247	2,363	2,398
Gilpin	502	486	531	522
Grand	765	765	785	793
Gunnison	876	891	950	947
Hinsdale	81	82	78	77
Huerfano	269	263	269	269
Jackson	62	69	74	76
Jefferson	22,654	22,838	23,642	23,755
Kiowa	42	49	49	50
Kit Carson	303	323	363	358
La Plata	2,855	2,831	2,960	2,998
Lake	276	280	303	304

continued

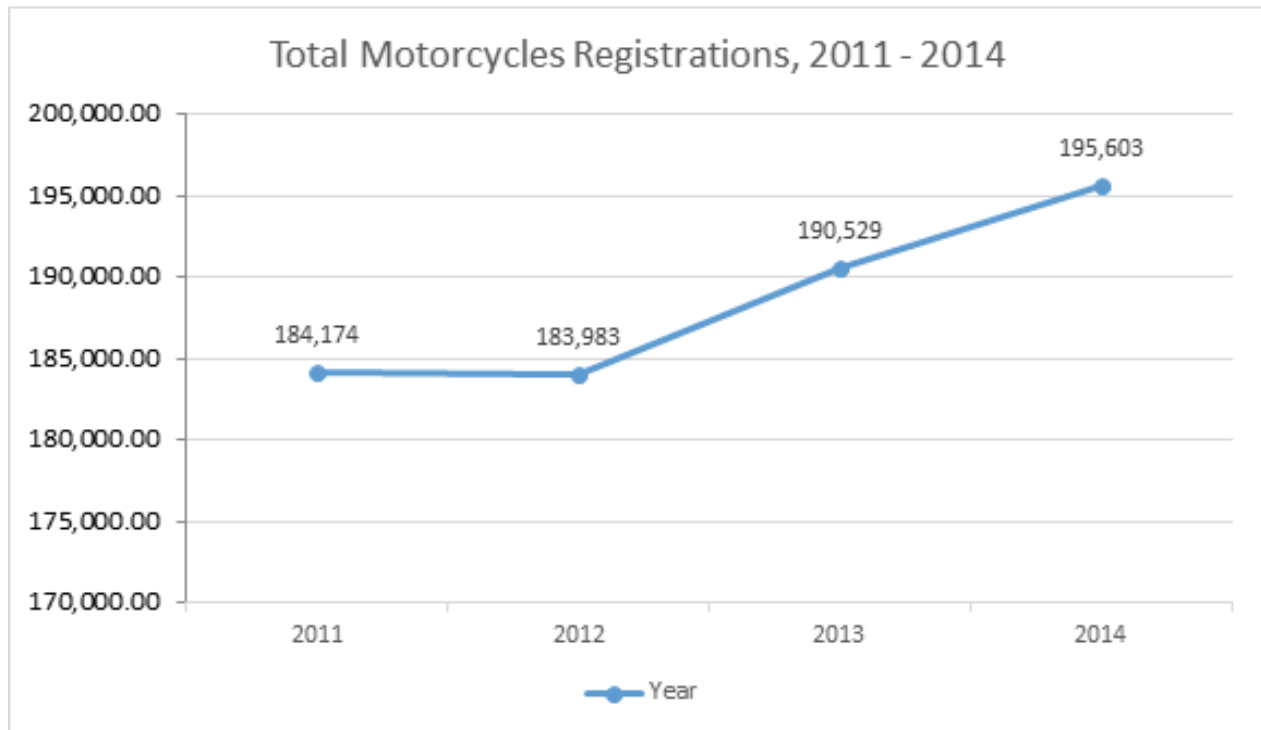
Additional Performance Measures

Motorcycle Registrations by County*				
Larimer	13,295	13,341	13,720	14,093
Las Animas	631	623	644	640
Lincoln	199	197	184	189
Logan	858	840	932	952
Mesa	5,983	5,915	6,117	6,216
Mineral	67	74	75	73
Moffat	583	551	576	564
Montezuma	1,049	1,033	1,036	1,048
County	2011	2012	2013	2014
Montrose	1,564	1,574	1,583	1,605
Morgan	1,094	1,060	1,097	1,123
Otero	709	753	751	747
Ouray	408	396	391	402
Park	1,304	1,318	1,381	1,473
Phillips	223	225	231	237
Pitkin	1,217	1,264	1,333	1,327
Prowers	445	416	419	396
Pueblo	5,824	5,727	5,777	5,907
Rio Blanco	277	266	250	240
Rio Grande	497	487	505	497
Routt	1,319	1,345	1,390	1,351
Saguache	264	286	290	287
San Juan	74	77	85	82
San Miguel	618	605	639	612
Sedgwick	92	97	106	110
Summit	1,336	1,326	1,413	1,423
Teller	1,586	1,609	1,643	1,674
Washington	221	201	210	217
Weld	10,512	10,753	11,298	11,598
Yuma	455	463	487	481
State Issued	467	448	486	2,886
TOTAL	184,174	183,983	190,529	195,603

*At the time of publication, the number of motorcycle registrations for calendar year 2014 was the most current information available. (Information from the Colorado Department of Revenue website.)

continued

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, Glenn Davis, Highway Safety Manager
- The Executive Director of the Department of Revenue or Designee, Carol Olds, Driver Testing and Education Manager
- The Chief of the Colorado State Patrol or Designee, Major Tim Keeton
- Nine members appointed by the Executive Director of the Department of Transportation:
 - Two members who represent MOST vendors
 - Bill Souder, Motorcycle Riding Training Center
 - Dave Tolbert, Motorcycle Training Academy
 - One member who represents retail motorcycle dealers
 - Vacant in FY 2015-16
 - One member who represents third-party testers
 - Bob Frank, Black B.A.G. LLC
 - One member who represents instructor training specialists
 - Greg Schmitz
 - One member who represents the motorcycle-riding community
 - Elizabeth “Bex” Becker
 - One member who represents motorcycle training providers not affiliated with the program
 - Deb Eyre, Harley-Davidson
 - One member who represents law enforcement agencies
 - Al Graham, Aurora Police Department
 - One member who represents motorcycle insurance providers
 - Chris Abbott

The Motorcycle Operator Safety Advisory Board meetings were held quarterly on the following dates: August 28, 2015, November 13, 2015, February 12, 2016, and May 13, 2016.

The Motorcycle Operator 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

continued

Motorcycle Safety Advisory Board

The Motorcycle 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.



Contact Information



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Editing and Graphic design by:

Action Staffing Solutions
883 North Cleveland Avenue
Loveland, CO 80537
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Wolfe Unlimited ~ Technical Writing
1015 Cottonwood Drive
Windsor, CO 80550
970-689-1980

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