



NJ 2020 SHSP

Other Vulnerable Road Users Emphasis Area

Completed Priority Action 3.A.2.b.

Strategies to increase trained motorcycle riders



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Strategies to Increase the Number of Trained Motorcycle Riders

Introduction

The number of motorcyclists on New Jersey roadways has been increasing, but motorcycle safety can be improved. Motorcyclists are overrepresented in fatal and injury crashes and are 28 times more likely than passenger car occupants to die in a crash and five times more likely to be injured¹. A rider involved in a motorcycle crash has an 82% chance to be injured.

90% of motorcycle riders who were involved in a crash have no formal training¹, and only about 20% of newly licensed riders in New Jersey choose to take the Basic Rider Course (BRC) safety training. To improve motorcyclist safety, a priority action was created to increase the number of trained motorcycle riders as part of the 2020 New Jersey Strategic Highway Safety Plan (Priority Action 3.A.2.b). This document summarizes the strategies to increase the number of trained motorcyclists. Advantages and disadvantages were identified for each of the strategies listed below.

Strategies

1. Utilize the Motorcycle Safety Education Fund reimbursements to purchase equipment and update the fleet of training motorcycles used for the Motorcycle Safety Foundation Basic Rider Course. Funding is already available for this strategy (\$5 per motorcycle license renewal, approximately \$480,000 annually), but it also involves ongoing maintenance of training motorcycles. As of November 29, 2022, these reimbursements were completed for the year. This will remain an ongoing annual effort.
2. Increase placement of motorcycle safety course brochures in Motor Vehicle Agencies. This strategy leads to increased awareness among riders to take the safety course and lessens the burden on NJMVC's driver testing resources. Due to limited space in each of the NJMVC offices, NJMVC is selective with which brochures are displayed and often rotate these displays throughout the year. The next steps for this approach include getting NJMVC to agree to display motorcycle safety course brochures and then to ensure material is up to date prior to distributing brochures to each NJMVC.
3. Include/increase motorcycle awareness in high school driver training curriculum. This strategy begins awareness at a young age. As a part of the 2020 New Jersey Strategic Highway Safety Plan, Ped/Bike EA Priority Action 1.C.1.c will develop a traffic safety curriculum in elementary schools and work to improve the high school curriculum. Next steps for this strategy include coordinating with the Ped/Bike EA Priority Action 1.C.1.c workgroup.

¹ New Jersey Department of Law and Public Safety, Motorcycle Safety Resources, <https://www.nj.gov/oag/hts/motorcycle/index.html>, accessed October 27, 2022.



4. Develop a recruiting strategy with an increased focus on training women RiderCoaches. This strategy targets the fastest growing segment of new motorcycle riders and reduces intimidation from male-focused training. However, this strategy also requires long term effort followed by an evaluation of effectiveness. The Action Leader is currently working with The Brain Injury Alliance of New Jersey (BIANJ) to identify next steps for this strategy and will continue to update the OVRU Team as next steps are identified.
5. Develop a public relations campaign to educate women of personal protective riding gear. This strategy informs riders based on evidence instead of peer advice. However, this strategy also requires a two-year ongoing effort followed by an evaluation of effectiveness. The Action Leader is currently working with The BIANJ to identify next steps for this strategy. Motorcycle Safety Month in May 2023 will feature photos of women in personal protective riding gear in brochures as a first step to expose more women to proper safety gear.
6. Establish a study group to evaluate and recommend standards for motorcycle infrastructure and lane sharing practices. This strategy reduces motorcycle vulnerability in rear-end collisions and introduces well-defined standards common in other states and countries. However, this strategy also requires at least one year to get funding and undertake the study. There are at least 12 other states that have begun studies on motorcycle infrastructure and lane sharing practices. The OVRU Action Group has begun dialogue with the DOT research office to seek funding to move forward with this study.

Conclusion

The above-mentioned strategies and next steps will be shared with the OVRU Emphasis Area Team members as well as the larger safety stakeholders group. Implementation of these strategies will continue to be prioritized in the coming years as part of the 2020 New Jersey Strategic Highway Safety Plan.