

Motorevolo Organization Transmission

Motorcycle Operator Safety Training

Annual Report

Motorcycle Operator Safety Training

State Fiscal Year 2019





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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 program was transferred to the Colorado State Patrol (CSP) on January 1, 2018. The MOST program includes instruction relating to the effects of alcohol and drugs on the operation of motorcycles, and a course to train instructors. CSP 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, are active-duty military personnel, and adults who hold valid driver's licenses and are eligible for a motorcycle license in the same state.

In state Fiscal Year (FY) 2019 MOST courses were offered in 16 counties. These counties account for 71% of Colorado's 194,847 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 hit a peak in 2016 with 125. The number of motorcyclist fatalities decreased in 2017 to 103 and in 2018 stayed flat at 103. Fifty four riders or 52% were not wearing helmets.

While the overall number of motorcycle fatalities decreased in 2017 and remained flat in 2018, it is still 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 State Patrol administers the Motorcycle Operator Safety Training Program (MOST) through the Special Operations Unit of the CSP.

Promoting Motorcycle Safety

The program promotes motorcycle safety awareness through CSP's motorcycle safety website: <u>www.co.most.com</u>.

The website has readily accessible information about:

- Motorcycle operator training
- 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
- Calendar of events, including instructor training



Effectiveness of the Motorcycle Operator Safety Training Program

Courses to Teach Students to Safely Operate a Motorcycle and to 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.

CSP 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.

CSP 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, are located in the Code of Colorado Regulations - 8 CCR 1507-56.

http://www.sos.state.co.us/CCR

In SFY 2019, CSP contracted with 17 MOST vendors to provide the training programs.





Annual Motorcycle Fatalities and Crashes

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 2018 is preliminary and will not be finalized until December 31, 2019.

Data pertaining to all motorcycle crashes was acquired from CDOT's Traffic and Safety Engineering Branch. Motorcycle crash data from 2018 is also preliminary and will not be finalized until December 31, 2019.

Motorcyclist Fatalities

- 103 motorcyclists were killed in motorcycle crashes in 2018, 94 were male and nine were female. Ninety-nine were motorcycle operators and four were motorcycle passengers.
- Motorcyclist fatalities represented 16.3% of Colorado's total traffic fatalities (103 of 632).
- The number of motorcyclist fatalities remained the same in 2018 compared to 2017.
- 77 motorcycle operators involved in fatal crashes were determined to be "at fault."
- 39 of the fatal motorcycle crashes involved only the motorcycle and no other vehicle.
- In 2018, 54 motorcycle operators killed in a fatal crash tested positive for alcohol or drugs. Fourteen of the motorcycle operators tested positive alcohol (BAC >=0.08) only, 28 operators tested positive for drugs only, and 12 motorcycle operators tested positive for both alcohol and drugs.
- 54 motorcycle operators killed were not wearing a helmet.



Annual Motorcyclist Fatalities

	Annua	l Motorcycl	ist Fatalitie	s by County, 2	2014-2018	
County	2014	2015	2016	2017	2018	Total by County
Adams	7	7	13	13	10	50
Alamosa	0	7	0	0	0	7
Arapahoe	3	0	11	6	9	29
Archuleta	1	1	0	0	0	2
Васа	0	0	0	0	0	0
Bent	0	0	0	0	0	0
Boulder	5	5	4	5	3	22
Broomfield	0	0	2	1	0	3
Chaffee	1	0	1	0	0	2
Cheyenne	0	0	0	0	0	0
Clear Creek	0	2	0	0	0	2
Conejos	1	0	0	0	0	1
Costilla	0	0	0	0	0	0
Crowley	0	0	0	0	0	0
Custer	2	0	0	0	1	3
Delta	0	0	0	0	1	1
Denver	7	14	14	13	7	55
Dolores	0	0	0	0	0	0
Douglas	3	5	10	5	3	26
Eagle	0	0	0	1	0	1
El Paso	19	10	10	8	12	59
Elbert	0	1	1	0	0	2
Fremont	3	1	0	2	1	7
Garfield	0	0	0	5	2	7
Gilpin	1	2	0	0	0	3
Grand	2	1	0	0	1	4
Gunnison	2	4	2	0	5	13
Hinsdale	0	0	0	0	0	0
Huerfano	0	0	0	0	1	1
Jackson	0	0	1	1	0	2
Jefferson	11	14	15	9	12	61
Kiowa	0	0	0	0	0	0
Kit Carson	0	0	0	0	0	0
La Plata	1	2	3	0	2	8



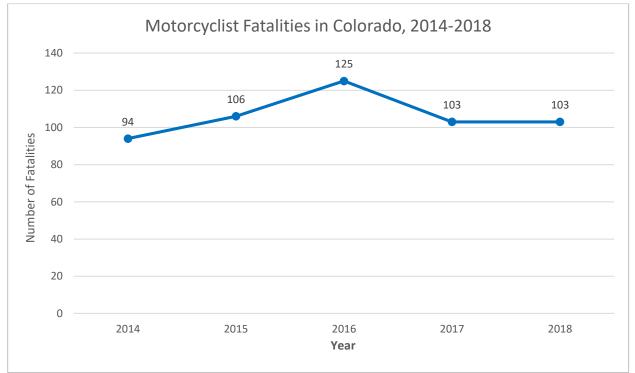
Annual Motorcyclist Fatalities

Annual Motorcyclist Fatalities by County, 2014-2018							
County	2014	2015	2016	2017	2018	Total by County	
Lake	0	0	0	1	0	1	
Larimer	3	9	11	10	9	42	
Las Animas	0	0	2	1	1	4	
Lincoln	0	0	0	0	0	0	
Logan	3	2	0	0	0	5	
Mesa	2	7	3	2	6	20	
Mineral	0	0	1	0	0	1	
Moffatt	0	1	1	0	0	2	
Montezuma	1	0	1	0	0	2	
Montrose	1	1	0	1	1	4	
Morgan	0	0	0	1	0	1	
Otero	0	0	0	0	0	0	
Ouray	1	0	1	0	0	2	
Park	1	0	0	1	1	3	
Phillips	0	0	0	0	0	0	
Pitkin	1	0	0	0	0	1	
Prowers	1	0	0	0	0	1	
Pueblo	2	0	6	7	8	23	
Rio Blanco	0	0	1	0	0	1	
Rio Grande	0	0	1	0	0	1	
Routt	0	1	1	0	0	2	
Saguache	0	0	1	0	0	1	
San Juan	1	0	1	0	1	3	
San Miguel	1	0	1	0	0	2	
Sedgewick	0	0	0	0	0	0	
Summit	0	0	0	1	0	1	
Teller	0	1	0	0	1	2	
Washington	0	0	0	0	1	1	
Weld	7	8	6	9	3	33	
Yuma	0	0	0	0	1	1	
TOTAL	94	106	125	103	103	531	

Source: Fatality Analysis Reporting System (FARS)



Annual Motorcyclist Fatalities



Source: Fatality Analysis Reporting System (FARS)

	Motorcyclist Fatalities by Age group, 2014-2018							
AGE	2014	2015	2016	2017	2018			
< 20	1	0	6	3	4			
20 - 29	23	26	33	23	20			
30 - 39	12	14	19	19	22			
40 - 49	18	18	18	15	18			
50 - 59	25	29	26	20	19			
60 - 69	12	14	15	18	15			
> 70	2	5	8	5	5			
TOTAL	93	106	125	103	103			

Source: Fatality Analysis Reporting System (FARS)

Motorcyclist fatalities age 40 and over represented 60% in 2014, 61% in 2015, 54% in 2016, 56% in 2017, and 55% in 2018.



- Statewide in 2018, there were approximately 120,000 motor vehicle crashes and 2,206 (1.8 percent) of those crashes involved motorcycles. There were 111 MOST students (from fiscal year 2018) involved in a crash in 2018.
- Of the 2,206 crashes involving a motorcycle, 522 crashes resulted in a serious injury and 97 crashes resulted in a fatal injury.
- The motorcycle operator was at fault in the crash 63.8% of the time (1,408/2,206). Among the 111 motorcycle operators who were MOST students in 2018 and had a crash, 77 were at fault in the crash (69.4%).
- In 2018, there were 141 crashes where alcohol or drugs were suspected among motorcycle operators at fault in a crash. 116 of the motorcycle operators were suspected of alcohol use only, 6 operators were suspected of drug use only, and 19 motorcycle operators were suspected of both alcohol and drug use. Only six MOST students were suspected to be impaired by drugs or alcohol at the time of the crash.
- In 2018, among all motorcycle operators and passengers involved in a crash, 49.5 percent (1,223/2,470) were properly wearing helmets.

	Top Driver Actions among at-Fault Motorcycle Riders in Crashes, 2018						
Ranking	Driver Action	All Motorcycle operators (count)	All Motorcycle operators (percent)	MOST students (count)	MOST students (percent)		
1	Careless Driving	446	31.7%	22	28.6%		
2	Exceeded Speed Limit	150	10.7%	6	7.8%		
3	Followed Too Closely	140	9.9 %	7	9.1%		
4	Lane Violation	124	8.8%	7	9.1%		
5	Reckless Driving	72	5.1%	7	9.1%		
6	Fail to Yield Right of Way	34	2.4%	1	1.3%		
7	Improper Turn	25	1.8%	1	1.3%		
8	Failed to Stop at Signal	24	1.7%	1	1.3%		
9	Improper Passing on Left	16	1.1%	1	1.3%		
10	Improper Passing on Right	8	0.6%	0	0.0%		

The following tables include information on motorcycle operators at fault in the crash.

Source: Traffic accident reports, Colorado Department of Transportation

*Totals will not add to 100% due to only listing top ten actions.



	Top First Harmful Event – Prevalence in Motorcycle Crashes, 2018							
Ranking	First Harmful Event (FHE)	All Motorcycle operators (count)	All Motorcycle operators (percent)	MOST students (count)	MOST students (percent)			
1	Overturning (non-collision)	377	26.8%	31	40.3%			
2	Front to Rear collision	201	14.3%	8	10.4%			
3	Other (non-collision)	156	11.1%	7	9.1%			
4	Front to Side collision	136	9.7%	3	3.9%			
5	Collision with Curb	102	7.2%	6	7.8%			
6	Side to Side Collision-same direction	55	3.9%	2	2.6%			
7	Collision with wild animal	52	3.7%	2	2.6%			
8	Collision with guard rail	36	2.6%	3	3.9%			
9	Front to Front collision	27	1.9%	1	1.3%			
10	Collision with embankment	25	1.8%	0	0.0%			

Source: Traffic accident reports, Colorado Department of Transportation *Totals will not add to 100% due to only listing top ten events.



	Top Human Contributing Factors of At-Fault Motorcyclists at Time of Crash, 2018							
Ranking	Human Factor	All Motorcycle operators (count)	All Motorcycle operators (percent)	MOST students (count)	MOST students (percent)			
1	Driver Inexperience	247	17.5%	24	31.2%			
2	Aggressive Driving	162	11.5%	6	7.8%			
3	DUI, DWAI, DUID	110	7.8%	5	6.5%			
4	Driver Unfamiliar with Area	95	6.7%	5	6.5%			
5	Distracted by food, objects, etc.	66	4.7%	4	5.2%			
6	Illness/Medical	12	0.9%	0	0.0%			
7	Driver Fatigue	4	0.3%	1	1.3%			
8	Physical Disability	3	0.2%	0	0.0%			
9	Asleep at the Wheel	2	0.1%	0	0.0%			
10	Other (Described in Narrative)	181	12.9%	7	9.1%			

Source: Traffic accident reports, Colorado Department of Transportation *Totals will not add to 100% due to only listing top ten factors.



	Top Movements of At-Fault Motorcyclists at Time of Crash, 2018							
Ranking	Movement	All Motorcycle operators (count)	All Motorcycle operators (percent)	MOST students (count)	MOST students (percent)			
1	Going straight	845	60.0%	53	68.8%			
2	Slowing	96	6.8%	3	3.9 %			
3	Making left turn	75	5.3%	1	1.3%			
4	Spun out of control	69	4.9%	4	5.2%			
5	Making right turn	61	4.3%	4	5.2%			
6	Changing lanes	49	3.5%	2	2.6%			
7	Passing	36	2.6%	1	1.3%			
8	Avoiding object in roadway	31	2.2%	4	5.2%			
9	Weaving	24	1.7%	2	2.6%			
10	Making U-turn	11	0.8%	0	0.0%			

Source: Traffic accident reports, Colorado Department of Transportation *Totals will not add to 100% due to only listing top ten factors.



The following tables include all motorcycles involved in a crash.

Helmet Use Among Motorcycle Operators and Passengers in Crashes, 2018							
Helmet Status	All Motorcycle operators (count)	All Motorcycle operators (percent)	MOST students (count)	MOST students (percent)			
Helmet Properly used	1,223	49.5%	74	66.7%			
No Helmet	882	35.7%	20	18.0%			
N/A (Cars/Trucks)	177	7.2%	11	9.9%			
Unknown	109	4.4%	1	0.9%			
Helmet Improperly	54	2.2%	4	3.6%			
Available, not used	20	0.8%	1	0.9%			
Bicycle Helmet	5	0.2%	0	0.0%			
Total	2,470	100.0%	111	100.0%			

Source: Traffic accident reports, Colorado Department of Transportation

License Endorsement Compliance among all Motorcyclists Involved in a Crash, 2018							
License Endorsement Status	ALL Motorcycle operators (count)	ALL Motorcycle operators (percent)	MOST students (count)	MOST students (percent)			
Endorsement Required & Complied With	1,393	56.4%	71	64.0%			
No Driving Endorsements	563	22.8%	23	20.7%			
Endorsement Required & Not Complied With	371	15.0%	17	15.3%			
Endorsement Required & Compliance Not Known	51	2.1%	0	0.0%			
Unknown	92	3.7%	0	0.0%			
Total	2,470	100.0%	111	100.0%			

Source: Traffic accident reports, Colorado Department of Transportation



	Top Road Descriptions among Motorcycle Crashes, 2018								
Ranking	Road Description	All Motorcycle operators (count)	All Motorcycle operators (percent)	MOST students (count)	MOST students (percent)				
1	Non-intersection	1,247	50.5%	65	58.6%				
2	At intersection	688	27 .9 %	23	20.7%				
3	Intersection related	278	11.3%	13	11.7%				
4	Driveway access	127	5.1%	6	5.4%				
5	Ramp	85	3.4%	2	1.8%				
6	Roundabout	24	1.0%	2	1.8%				
7	Alley related	15	0.6%	0	0.0%				
8	Unknown	6	0.2%	0	0.0%				

Source: Traffic accident reports, Colorado Department of Transportation

Condition of Road among Motorcycle Crashes, 2018							
Road Condition	All Motorcycle operators (count)	All Motorcycle operators (percent)	MOST students (count)	MOST students (percent)			
Dry	2,341	94.8%	104	93.7%			
Wet	83	3.4%	6	5.4%			
Foreign material	24	1.0%	1	0.9%			
Wet w/visible icy road treatment	5	0.2%	0	0.0%			
lcy	3	0.1%	0	0.0%			
Snowy	2	0.1%	0	0.0%			
Muddy	1	<0.1%	0	0.0%			
Slushy	1	<0.1%	0	0.0%			
Unknown	10	0.4%	0	0.0%			

Source: Traffic accident reports, Colorado Department of Transportation



Weather Condition among Motorcycle Crashes, 2018								
Weather Condition	All Motorcycle operators (count)	All Motorcycle operators (percent)	MOST students (count)	MOST students (percent)				
None	2268	91.8%	106	95.5%				
Rain	54	2.2%	3	2.7%				
Wind	19	0.8%	1	0.9%				
Snow/sleet/hail	8	0.3%	0	0.0%				
Dust	1	<0.1%	0	0.0%				
Unknown	120	4.9%	0	0.0%				

Source: Traffic accident reports, Colorado Department of Transportation





Availability of Training Throughout the State

Colorado Motorcycle Rider Training Courses offered: July 2018-June 2019 Counties where Colorado Motorcycle Operator Safety Training was Held

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.

COUNTY	July 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	June 2019
Adams	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Arapahoe	Х	Х	Х	Х	Х		Х		Х	Х	Х	Х
Broomfield	Х	Х	Х	Х	Х		Х	Х	Х	Х	Х	Х
Denver												
Douglas	Х	Х	Х	Х	Х				Х	Х	Х	Х
El Paso	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Fremont	Х	Х	Х							Х	Х	Х
Garfield	Х	Х	Х							Х	Х	Х
Jefferson	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
La Plata	Х	Х	Х	Х	Х					Х	Х	Х
Larimer	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Logan	Х			Х								Х
Mesa									Х	Х	Х	Х
Moffatt		Х										Х
Montrose												
Morgan		Х	Х						Х			Х
Pueblo	Х			Х						Х	Х	Х
Summit	Х	Х										Х

Source: Colorado Motorcycle Operator Safety Training program





Availability of Training Throughout the State

Availability of Training Throughout the State By Registration

In SFY 2019, MOST courses were offered in 16 counties. These counties account for 70.6% of Colorado's registered motorcycles. Data from the Colorado Department of Revenue shows a total of 194,847 motorcycles registered in 2018 (most current data available.)

Calendar Year 2018 194,847 100%

	COLORADO COUNTIES where training is provided	County Motorcycle Registrations	Percentage of State Registration
1	Adams	15,710	8.1%
2	Arapahoe	15,519	8.0%
3	Broomfield	2,081	1.1%
4	Denver	13,503	12.1%
5	El Paso	23,610	12.1%
6	Garfield	2,446	1.3%
7	Jefferson	23,389	12.0%
8	La Plata	2,982	1.5%
9	Larimer	14,495	7.4%
10	Logan	886	0.5%
11	Moffat	559	0.3%
12	Morgan	1,122	0.6%
13	Pueblo	5,910	3.0%
14	Routt	1,443	0.7%
15	Summit	1,555	0.8%
16	Weld	12,410	6.4%
	Total	137,620	70.6%

Source: Colorado Department of Revenue

Scope of MOST Training

Seventeen MOST vendors served 16 counties throughout Colorado and utilized approximately 130 MOST Instructor Trainers throughout the year.



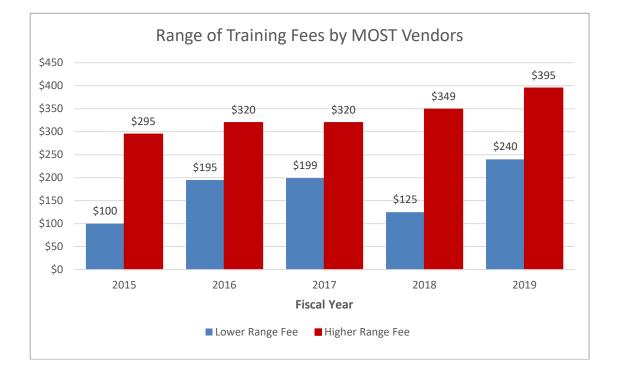
Historic and Current Training Costs

Motorcycle Operator Safety Training

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.

- FY2015 fees ranged from \$100 to \$295
- FY2016 fees ranged from \$195 to \$320
- FY2017 fees ranged from \$199 to \$320
- FY2018 fees ranged from \$125 to \$349
- FY2019 fees ranged from \$240 to \$395





Contractor's Report



The Colorado State Patrol Motorcycle Operator Safety Training (MOST) Project Manager was hired in August 2016 to execute the contract between the MOST program and the Motorcycle Safety Foundation (MSF). This contract was implemented as a result of a state audit in 2011 of the MOST program, along with an assessment by the National Highway Traffic Safety Administration in 2014. The PM began official operations on Monday, August 29, 2016. The scope of the PM role includes, but is not limited to, coordinating quality assurance activities including ongoing inspections of all training facilities and personnel, providing support to MOST Vendors and instructors, and training and development activities. The PM role is supplemented by a national support staff providing material and technology resources to MOST stakeholders. Throughout FY2019 MSF local and national staff performed the following activities:

MSF RIDERCOURSE ENROLLMENT SYSTEM

MSF national staff provides ongoing support for all MOST stakeholders in the management and use of the RiderCourse Enrollment System (RES) used to capture post-course training data for the agency. The system's fraud-protection protocols validate course and student information to protect against misuse or abuse of MOST student completion cards. The MSF RES also allows for a variety of reports including training numbers by course type and student demographic information for research and analysis.

NATIONAL SYSTEM SUPPORT

As new Vendors join the program or existing Vendors expand their operations, MSF local and national team members provide a variety of support services including location scouting, materials, and technical assistance as needed.

QUALITY ASSURANCE

Per MOST Rules every MOST Program Vendor will be subject to a QA review at least once per year. In FY 2019 a total of 40 site visits were conducted, focused on both Vendor and Instructor performance, ensuring compliance with standards as well as providing opportunities for growth and development. The MSF PM also maintained a recruiting, training, and ongoing development plan for all team members. Screening criteria used to qualify those interested in joining the MOST QA team includes:

- Participate in a QA orientation session with the MOST Program Coordinator.
- Submit a personal writing sample to verify ability to complete clear and accurate reports.
- Receive a satisfactory personal QA audit where applicable.
- Observe and assist a minimum of two QA visits in coordination with a current QA team member.
- Receive and complete assignments conducting MOST QA audits.
- Provide additional program support as directed by the Program Coordinator and Project Manager.
- Maintain compliance with MOST QA policies, procedures, and best practices.



TRAINING AND PROFESSIONAL DEVELOPMENT

Seven instructor training events were conducted in Colorado in FY19, as follows:

MAR 28	TCTI BRC Instructor Training	Commerce City
APR 8	MSF RiderCoach Preparation Course	Loveland
APR 10	TCTI IRC IT	Commerce City
APR 22	MSF RCP	Lakewood
APR 22	MSF RCP	Durango
MAY 23	MSF RCP	Colorado Springs
JUN 12	TCTI 3W IT	Commerce City

A total of 59 candidates attended at no cost to vendors or attendees. The training produced 48 graduates.

PROGRAM PROMOTION AND OUTREACH

MSF continues to assist the agency with executing events, shows, expositions and outreach events to support program growth. This includes ongoing transportation of the MOST outreach trailer throughout Colorado to increase awareness of training courses. Specific outreach and promotion events included the Colorado Salute to Veterans Rally; Thunder Valley Motocross National; Jeffco Student Career Fair; and Thunder in the Rockies held every Labor Day weekend at Thunder Mountain Harley-Davidson.

ADDITIONAL SUPPORT OF TRAINING AND TESTING INCLUDING:

- Technical guidance to stakeholders via calls, texts, and emails on demand, including holidays, to support MOST training.
- Editorial and content updating of MOST promotional and policy documents.
- Executing a variety of support roles beyond the defined contract scope including assistance with painting vendor ranges, resolving student, course, or other logistical challenges.
- Coordinated with the Motorcycle Safety Foundation national headquarters staff to provide ongoing support to vendors via technical assistance and supply resources.
- Coordinated with Colorado Department of Revenue staff to assist in the training and development of third-party motorcycle testing resources.
- Provided preliminary investigation, on site research and support for the establishment of new MOST training sites, adding student capacity to the program.
- Performed visits to local and regional motorcycle retailers to promote improved program support and collaboration among all MOST stakeholders.



SFY 2019 MOST Program Budget

Revenue (endorsements and registrations)		
Beginning Balance		\$1,024,847.74
Revenue (endorsements and registrations)		\$945,746.56
15% allowed for Administration	\$141,861.98	
Total Budget		\$1,970,594.30
EXPENSES		
5.1.1 Administrative Expenses		
Payroll	\$59,077.17	
Payroll Expenditures	\$14,612.41	
Operating/Travel	\$41,206.36	
Total Administrative	\$114,895.94	
5.1.2 Contract Expenses		
Public relations/Promotions*	\$124,390.56	
Program Evaluation	\$3,605.27	
Professional Development Workshops	\$3,600.00	
MSF Contract*	\$361,290.00	
Total Contract Expenses	\$492,885.83	
5.2 Vendor Reimbursements		
Training/Travel	\$18,939.23	
Total Expenditures		\$626,721.00
CARRY FORWARD for SFY 2020		\$1,343,873.30

 * Encumbrance invoices from Iheart of \$52,000 were being mailed to unknown

address in Denver. Correction performed after FY 2019 records were closed.

**The final corrected MSF invoice was presented to MOST

after the FY 2019 records were closed.



Additional Performance Measures

MOST Rules

All MOST vendors are subject to MOST Rules and Regulations as defined in 8 CCR 1507-56. MOST Rules can be found at the following link: <u>http://www.sos.state.co.us/CCR</u>

FY 2019 MOST Program Funding

The MOST program is funded by a \$2 surcharge for motorcycle endorsements on a driver's license or provisional driver's license, and a \$4 surcharge on a motorcycle registration.

Revenue collected from the above surcharges are credited to the MOST fund. For fiscal year 2019, that amount was \$830,655.62.

CSP is permitted to retain up to 15% of annual MOST revenues for administrative purposes. The remainder is utilized by the program to promote safety and motorcycle awareness. 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 state fiscal rules.

By Rule, allowable expenses fall into three categories: Administrative, Contract Expenses and Vendor Reimbursements.

Allowable Expenses as Defined in 8 CCR 1507-56 Include:

5. MOST Program Expenditures.

5.1. The MOST Program Office will make use of funds allocated pursuant to \$43-5-504, CRS, to implement the Colorado MOST Program in compliance with the state fiscal rules.

5.1.1. MOST Program Administrative Expenses. The MOST Program Office will spend no more than the amount specified by \$43-5-503 (1) (e), CRS, towards administrative costs. Within the statutorily specified amount, the MOST Program Office may use available MOST Program Funds for reasonable and necessary administrative expenses, as defined within these rules.

5.1.2. MOST Program Contract Expenses. Contract expenses differ from MOST Program Administrative Expenses and are as defined within these rules. The MOST Program Office may use MOST Program Funds for reasonable and necessary contract expenses, to include:

5.1.2.1 Expenses incurred to promote the MOST Program, including public relations expenses, banners, advertising, and MOST Program promotional materials, as ordered by CSP staff; and



5.1.2.2. Those expenses related to MOST Program evaluation, meetings involving external stakeholders, interested parties, and partners, and those related to MOST Program awareness.

5.2. MOST Program Vendor Reimbursements. MOST Program Vendor reimbursements include expenses directly related to a contract or Purchase Order issued to a MOST Program Vendor or third party for the purchase of goods and/or services or approved MOST Program-related travel expenses for Mobile Training conducted at Temporary Training Sites by MOST Vendors.

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 legal challenges to the procurement process which delayed the awarding of the contract. No MOST funds were expended on any student Tuition Reimbursement Subsidy for FY 2016-17. All legal challenges were resolved for FY2017 and MOST funds are now being spent on a monthly basis on its MSF contractor.

In FY2019, the CSP renewed the contract between the state and MSF, subject to renewal on an annual basis. The CSP permanently discontinued the tuition reimbursement subsidy after input from stakeholders, review of external analysis and internal analysis.

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 for the program are outlined in the MOST Rules and Regulations.

"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 2019, the Colorado State Patrol utilized MOST funds to promote motorcycle skills training through the *Take the Course* campaign. Based on a review of previous campaign, MOST decided to come out with a straight, forward message directing people to sign up for a Motorcycle safety course. The advertising campaign focuses its efforts on promoting safety training campaign for motorcyclists



through a simple direct message. This allowed the MOST program to have a consistent presence in market starting in Spring 2019 with a huge presence during the riding season which then continued until the official riding season has concluded. An epidemiological study that is currently being executed by Texas A&M's Transportation Institute was also included in the research efforts.





Additional Performance Measures

Safety Training Campaigns

The campaign tactics included:

- IHeart radio ads using well know personalities
 - 103.5 The Fox in Denver (Rick Lewis and Kathy Lee)
 - KBPI in Fort Collins and Denver (Scoop)
 - o 850 KOA (Rick Lewis)
- IHeart Radio Traffic and Weather Network
 - Over 2,000 :20 sec spots over numerous IHeart radio stations
- Cumulus Radio
 - 98.9 Magic FM in Colorado Springs
- Entravision Radio (Spanish Radio)
 - o 92.1 LA Suavecita (Denver)
- Social Media
 - o IHeart media
 - Video with Rick Lewis
 - Pre Roll Video
 - Content Management
 - Post content on MOST Facebook and twitter 2x's per day
 - Post content on MOST Instagram account 3 x per week
- Mobile Billboard
 - 13 times at various high profile events throughout Denver region
- Brochures
- Web banners
- Online video
- Event presence

CSP's campaigns are designed to make motorcyclists aware of Basic Riding Course, both 2 and 3 wheel. Four primary points of the messaging:

- <u>Get Training</u>: 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.
- <u>Items supplied at the course</u>: Motorcycle and helmet are supplied at each BRC; therefore it allows those who do not have a motorcycle the knowledge that they can take a course prior to purchasing one.
- <u>Motorcycle License is required</u>: It is not legal to ride without an "M" on your license.
- <u>Discounts on Motorcycle Insurance</u>: Upon completion of a course you then may qualify for a discount on your motorcycle insurance.

Safety Training Campaigns continued





Published by ProPP [?] · 3 hrs · 🔇

With summer in full swing, why not lower your motorcycle insurance rates, and refresh your biker skills with a motorcycle safety course? http://goo.ly/ygsn4 #motorcyclesafetycourse





Does your motorcycle have antilock brakes? Data shows that motorcycles equipped with ABS brakes were 37 percent less likely to be involved in a fatal crash than bikes without it. No matter what kind of rider you are, ABS can brake better than you. #motorcyclesafety





Published by Chris Corbo [?] - June 28 at 2:23 PM - ③ - 🚷 Take the Course!! COMOST.com

...

MOTORCYCLES MAKE UP 1% OF THE VEHICLES ON THE ROAD, BUT 20% OF THE FATALITIES IN CRASHES **40% OF SINGLE VEHICLE CRASHES** ARE MOTORCYCLES **76% OF ACCIDENTS INVOLVING A** MOTORCYCLE, WERE THE MOTORCYCLISTS FAULT Motorcycle Operator Safety Training VISIT COMOST.COM TO SIGN UP TODAY. "TRAIN TODAY, ALIVE TOMORROW!"



Safety Training Campaigns continued

























Additional Performance Measures

FY 2014 - 2019 Students	Trained by	y MOST Pro	ogram Ven	dors		
VENDOR	2014	2015	2016	2017	2018	2019
ABATE of Colorado	2,534	2,029	1,471	1,142	1,257	1,214
ASH Motorsports LLC (Harley- Durango)	0	0	0	0	12	183
Black Bag	297	241	246	205	199	215
Colorado Motorcycle Academy ²	0	0	0	18	210	282
Full Throttle ^{3, 4}	2,618	2,404	1,627	997	996	636
G Force	852	633	171	286	470	547
Harley Davidson- Grand Junction	0	0	0	0	0	125
Harley Davidson—Greeley	0	0	0	0	77	125
Harley Davidson—Mile High	0	0	0	0	143	297
Harley Davidson—Rocky Mountain	0	0	0	0	76	139
Harley Davidson—Thunder Mountain	0	0	0	0	269	308
Iron Buffalo	603	637	525	815	0	538
Mighty Quinn Motorcycle Training	0	0	0	0	826	227
Motorcycle Rider Training Center	530	676	636	688	661	635
Motorcycle Training Academy	1,674	1,723	1,649	1,912	1,923	1,987
Ricky Orlando Motorcycle School	117	126	131	143	177	173
Sleeping Giant Motorsports ⁵	24	21	3	4	5	10
T3RG	634	594	510	588	539	491
Total Control Training, Inc.	0	0	0	0	3	0
Two Old Guys ^{5,6}	113	139	118	42	38	0
Bluecreek Motorcycle Training ¹	249	386	375	65	0	0
White Buffalo (formerly Iron Buffalo)*	34	0	0	0	0	0
Wheels in Motion*	59	0	0	0	0	0
CO Northwest Rider Training*	99	0	0	0	0	0
Iride Pikes Peak Motorcycle Training*	206	0	0	0	0	0
TOTALS	10,643	9,609	7,462	6,905	7,881	8,132

Number of students trained is based on student roster numbers submitted as of June 30, 2019. ¹Vendor lost use of range and subsequently closed.

²New Vendor as of January 2017.

³Partial year training due to relocation during summer 2016 peak season.

⁴ Vendor was inactivated by MSF May 2019.

⁵ Seasonal training only.

⁶One partner deceased during training year. School closed until spring 2017.

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



Additional Performance Measures

County	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Adams	15,224	15,435	15,985	16,091	15,710
Alamosa	533	513	532	567	568
Arapahoe	15,868	16,242	15,921	15,834	15,519
Archuleta	669	678	704	744	769
Baca	144	130	126	133	142
Bent	122	110	125	127	113
Boulder	10,710	10,718	10,619	10,671	10,358
Broomfield	2,039	2,040	2,106	2,103	2,081
Chaffee	1,213	1,255	1,270	1,352	1,393
Cheyenne	87	81	84	92	98
Clear Creek	688	693	709	739	741
Conejos	331	332	338	351	363
Costilla	172	172	193	203	199
Crowley	108	111	114	122	121
Custer	317	324	316	339	351
Delta	1,339	1,345	1,374	1,422	1,475
Denver	13,055	13,398	13,651	13,949	13,503
Dolores	112	112	120	123	120
Douglas	10,488	10,634	10,668	10,779	10,812
Eagle	2,250	2,237	2,366	2,447	2,392
El Paso	23,720	24,059	23,647	23,795	23,610
Elbert	1,435	1,462	1,598	1,617	1,603
Fremont	2,489	2,525	2,563	2,634	2,687
Garfield	2,363	2,398	2,409	2,430	2,446
Gilpin	531	522	554	578	559
Grand	785	793	851	908	956
Gunnison	950	947	937	976	986
Hinsdale	78	77	97	107	97
Huerfano	269	269	300	311	342
Jackson	74	76	66	78	76
Jefferson	23,642	23,755	23,669	23,726	23,389
Kiowa	49	50	43	53	52

Motorcycle Registrations by County*

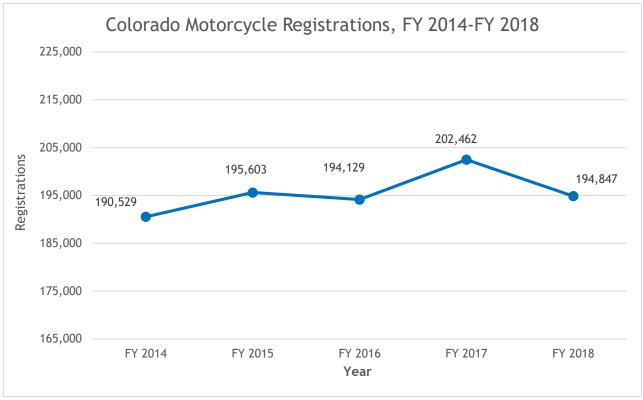


County	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Kit Carson	363	358	349	355	329
La Plata	2,960	2,998	2,919	3,015	341
Lake	303	304	320	342	2,982
Larimer	13,720	14,093	14,373	14,633	14,495
Las Animas	644	640	630	615	617
Lincoln	184	189	192	208	229
Logan	932	952	891	923	886
Mesa	6,117	6,216	6,102	6,184	6,245
Mineral	75	73	76	73	76
Moffat	576	564	555	570	559
Montezuma	1,036	1,048	1,032	1,088	1,062
Montrose	1,583	1,605	1,574	1,635	1,717
Morgan	1,097	1,123	1,118	1,089	1,122
Otero	751	747	719	723	721
Ouray	391	402	421	444	454
Park	1,381	1,473	1,503	1,518	1,525
Phillips	231	237	234	231	227
Pitkin	1,333	1,327	1,363	1,351	1,276
Prowers	419	396	427	416	419
Pueblo	5,777	5,907	5,888	5,982	5,910
Rio Blanco	250	240	244	234	234
Rio Grande	505	497	494	484	468
Routt	1,390	1,351	1,440	1,459	1,443
Saguache	290	287	269	281	289
San Juan	85	82	86	87	80
San Miguel	639	612	613	614	614
Sedgwick	106	110	113	117	109
Summit	1,413	1,423	1,505	1,563	1,555
Teller	1,643	1,674	1,648	1,688	1,740
Washington	210	217	228	241	259
Weld	11,298	11,598	11,938	12,313	12,410
Yuma	487	481	478	490	463
State Issued	486	2,886	332	6,095	360
TOTAL	190,529	195,603	194,129	202,462	194,847

*At the time of publication, the number of motorcycle registrations for fiscal year 2018 was the most current information available. Information came from the Colorado Department of Revenue Annual Report 2018, available at: <u>https://www.colorado.gov/pacific/revenue/annual-report</u>



Additional Performance Measures



Source: Department of Revenue 2018 Annual Report



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, Kimberly Ferber, 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, Captain Lawrence Hilton
- Nine members appointed by the Chief of the Colorado State Patrol:
 - Two members who represent MOST vendors
 - Shaundell Ross, Colorado MC Academy
 - Bruce Downs, Abate of Colorado (term ended May 2019)
 - New representatives being vetted
 - \circ One member who represents retail motorcycle dealers
 - Kevin Mayer, Mayers Motorcycles, OHV's and Scooters
 - One member who represents third-party testers
 - Ricky Orlando, Ricky Orlando MC School
 - One member who represents instructor training specialists
 - Jennifer Tolbert, MTA (term ended May 2019)
 - New representative is being vetted1
 - One member who represents the motorcycle riding community
 - Kent Sundgren, MTA
 - One member who represents motorcycle training providers not affiliated with the program
 - Deb Eyre, Harley Davidson
 - One member who represents law enforcement agencies
 - Jeromy Rohling, Lakewood Police Department
 - \circ One member who represents motorcycle insurance providers
 - Mark Glucksman, Farmer's Insurance

The Motorcycle Operator Safety Advisory Board meetings were held quarterly on the following dates: September 26, 2018; November 16, 2018; February 20, 2019; and May 16, 2019.

The Motorcycle Operators Safety Advisory Board shall:

- 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 monies



Motorcycle Operator 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





For more information about the MOST program, please contact:

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Motorcycle Operator Safety Training