

Megan Matthews

Minnesota Motorcycle Safety Center
Public Information Officer





Our mission is to prevent motorcycle crashes and the resulting fatalities and injuries by providing high quality rider education, training and licensing.

Public Information and Media Relations

- **Annual Motorcycle Safety Campaign**
 - Federally funded alcohol ads annually
 - Federally funded motorist awareness campaign annually
 - Materials for dealers and motorcycle clubs and organizations
 - Booth with SMARTrainer
 - Scheduled for more than 20 Rider Events in 2015
 - Annual Motorcycle Washout event
- **News Releases, Media Relations, Facebook and Twitter**

You drink.

You ride.

You crash.

You die.

**Your brother-in-law
gets your bike.**

Bummer.



Live to ride.



Visit us for the motorcycle industry of America. Visit our Web site at <http://www.americanmotorcycle.org>

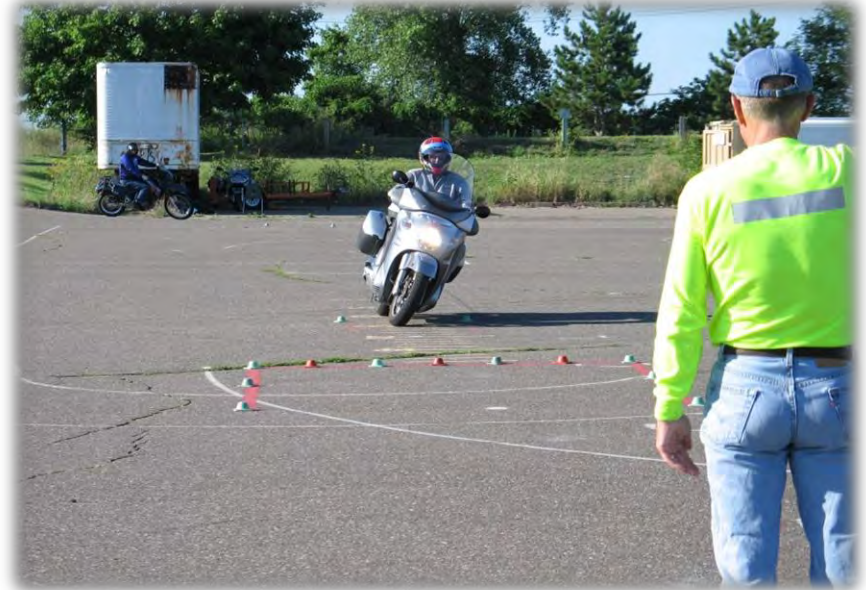
Deadly Start to 2015 Riding Season

- 7 motorcyclists killed in crashes
- 6 riders, 1 passenger
- First death happened March 15
- 6 deaths happened between April 11-April 18

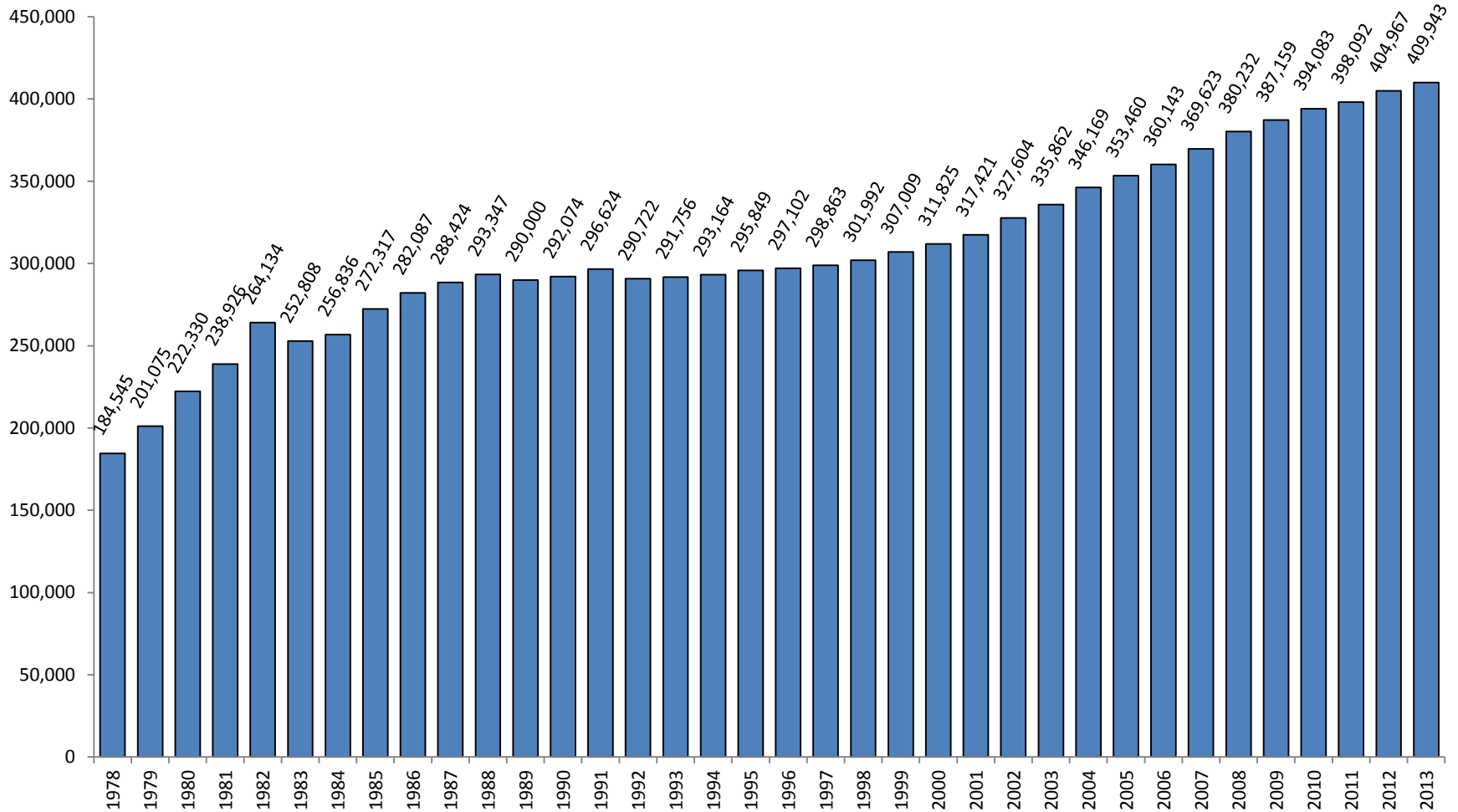
Deadly Start to 2015 Riding Season

- 6 of 7 were not wearing helmets
- Speed named contributing factor in 3 crashes
- 3 crashes happened as rider negotiated a turn

MORE THAN 414,000 ENDORSED MOTORCYCLE OPERATORS



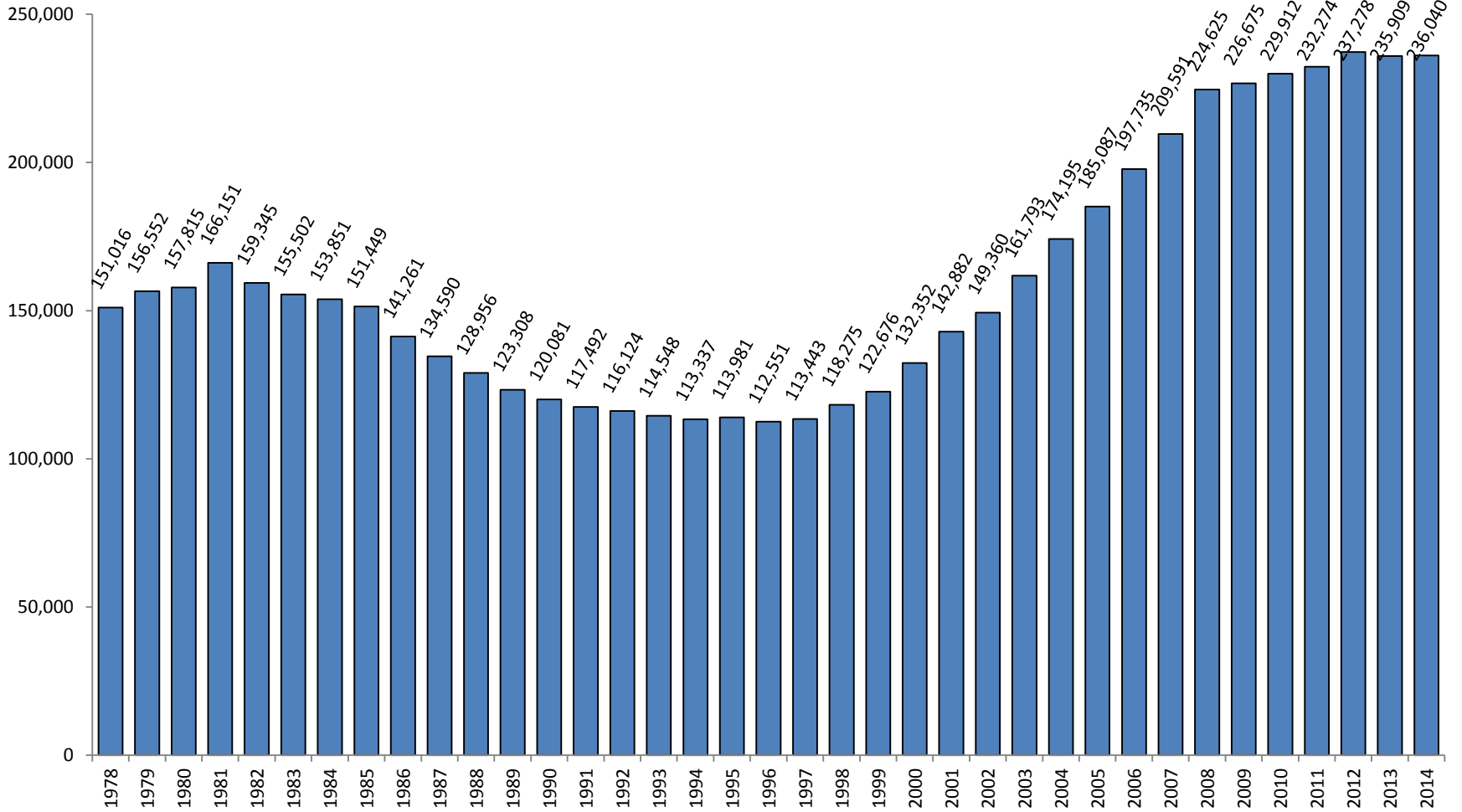
Endorsed Motorcycle Operators Minnesota, 1978-2013



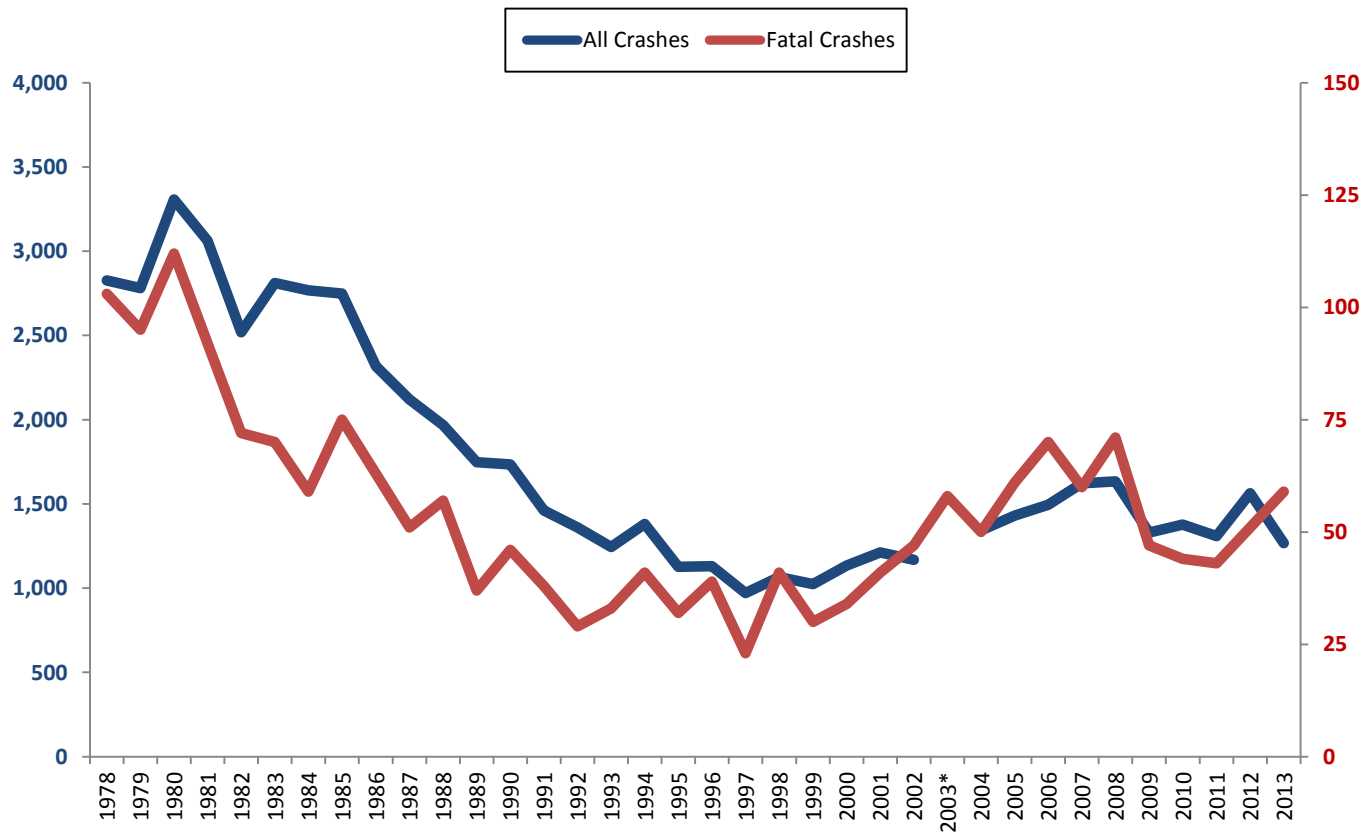
MORE THAN 236,000 REGISTERED MOTORCYCLES



Registered Motorcycles Minnesota, 1978-2014



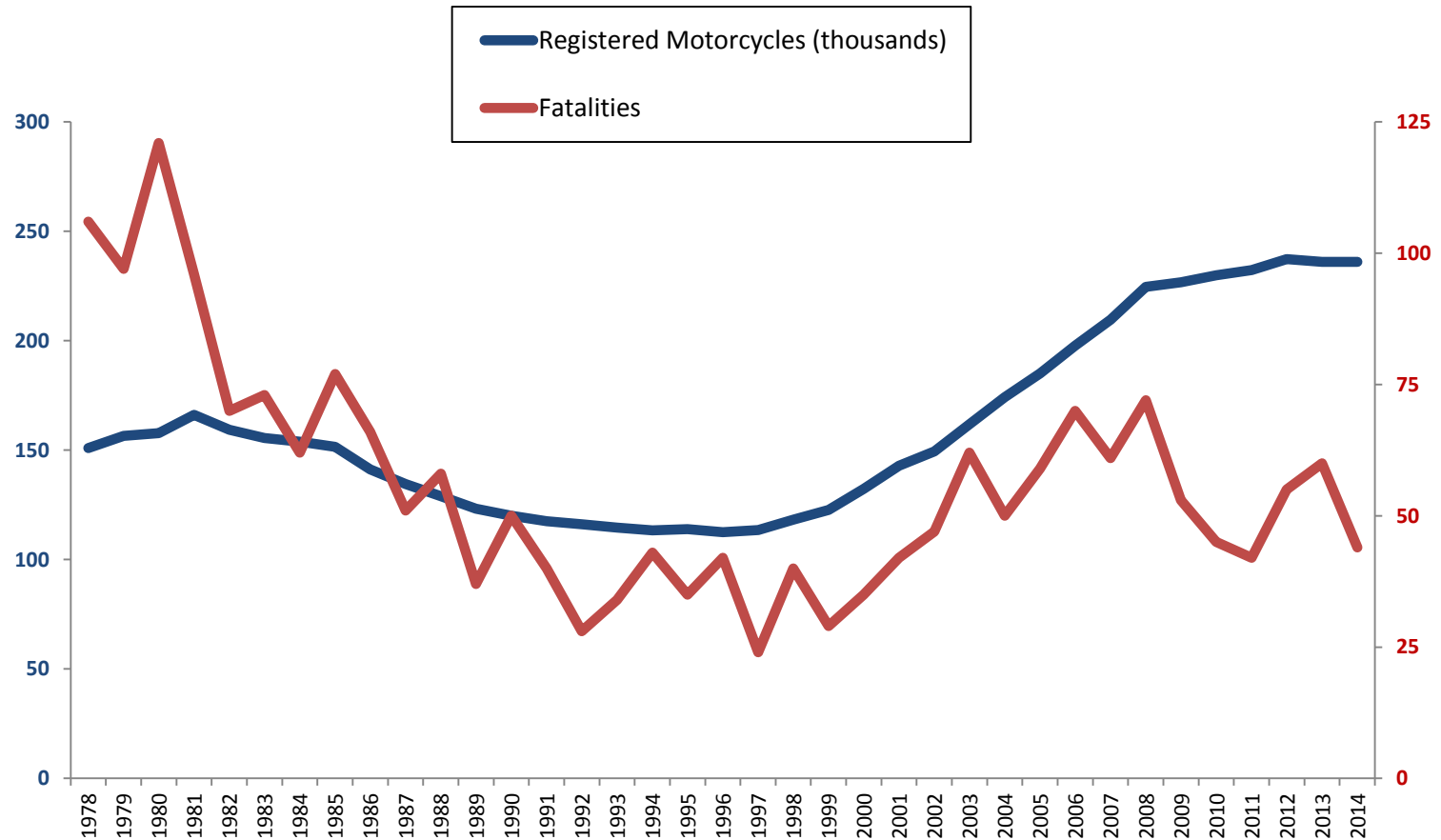
Motorcycle-Involved Crashes Minnesota, 1978-2013



*2003 data not available

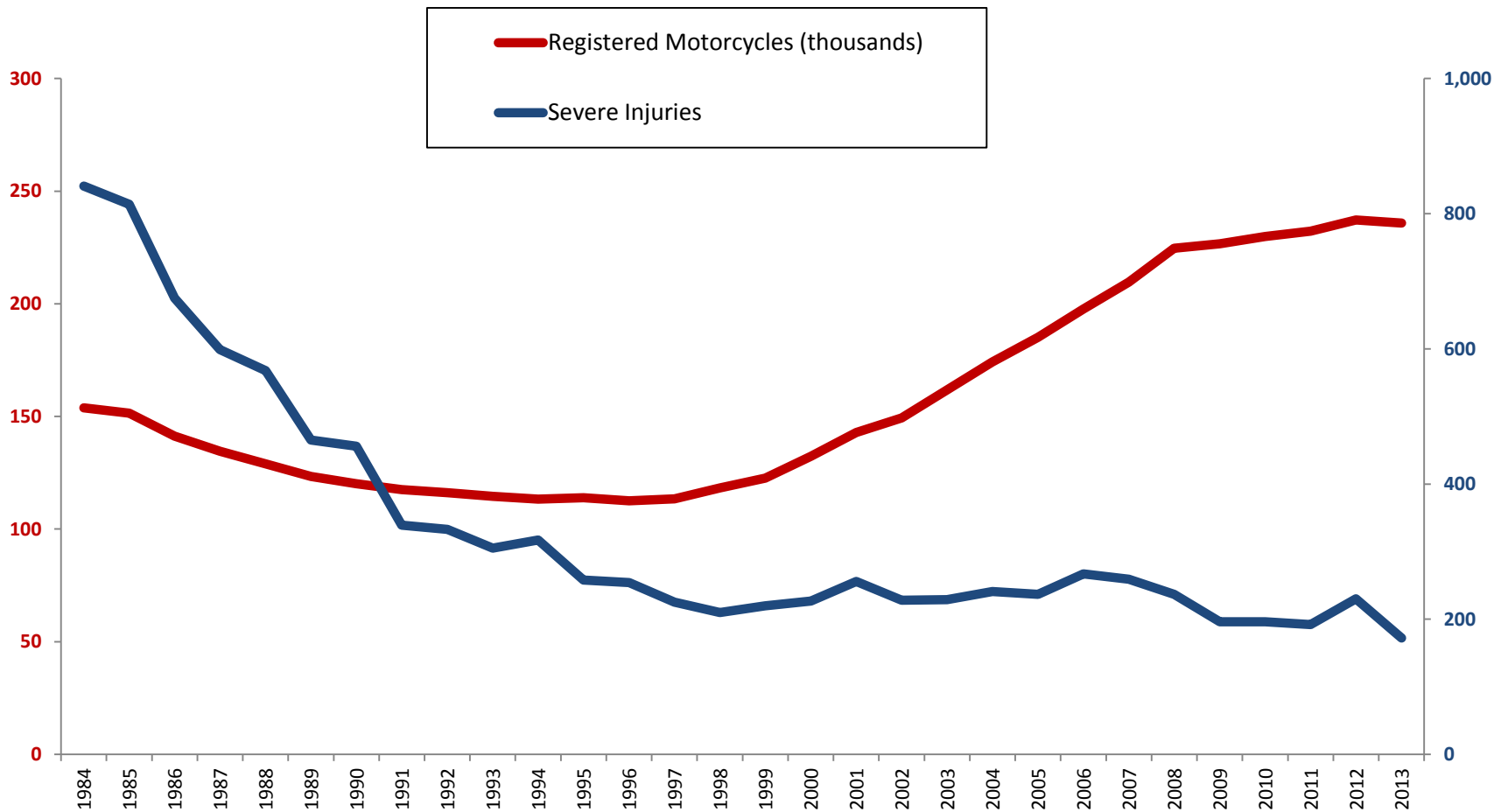
Motorcyclist Fatalities and Registered Motorcycles Minnesota, 1978-2014*

*Preliminary



*2003 data not available

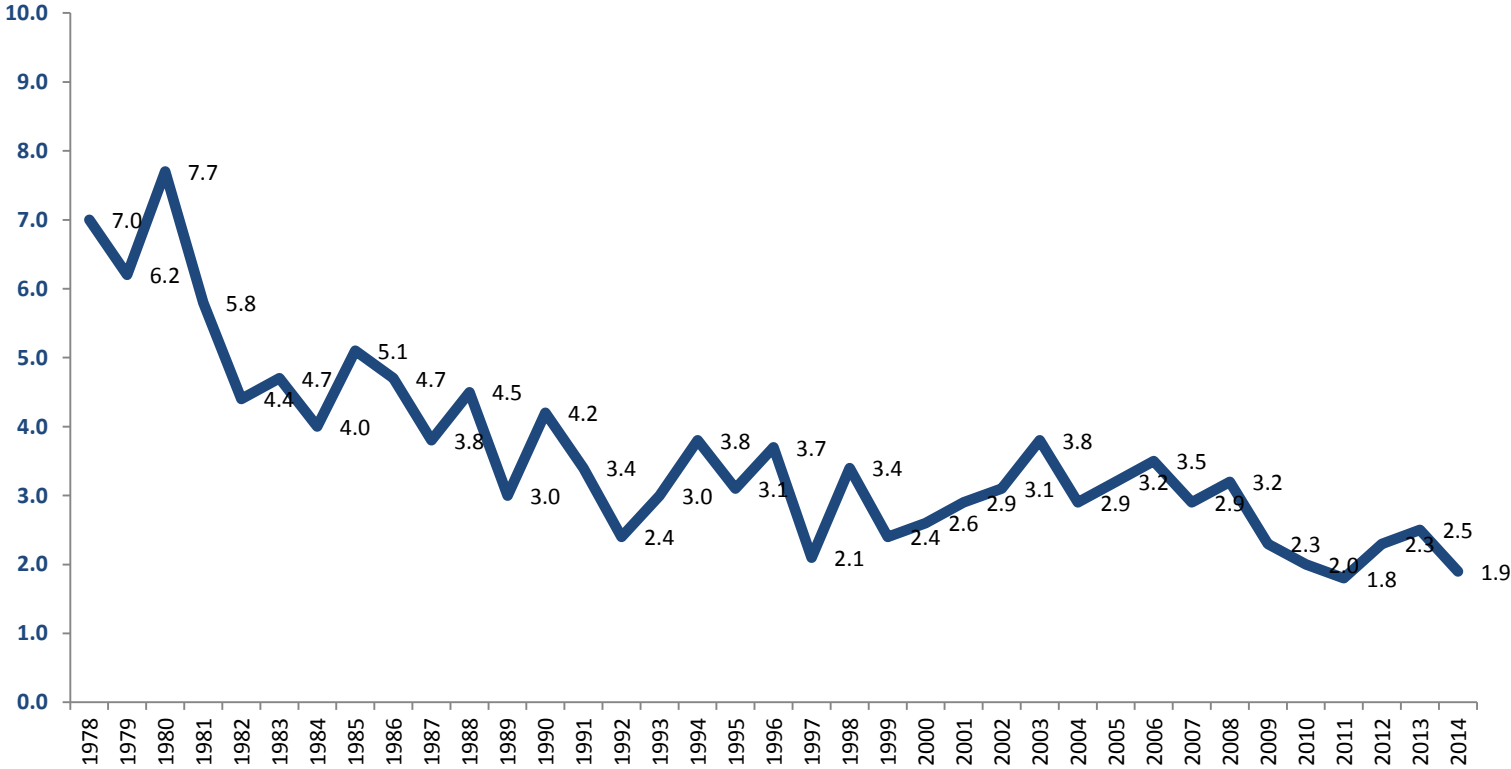
Motorcyclist Injuries and Registered Motorcycles Minnesota, 1984-2013



*2003 data not available

Motorcyclist Deaths Per 10,000 Registered Motorcycles Minnesota, 1978-2014*

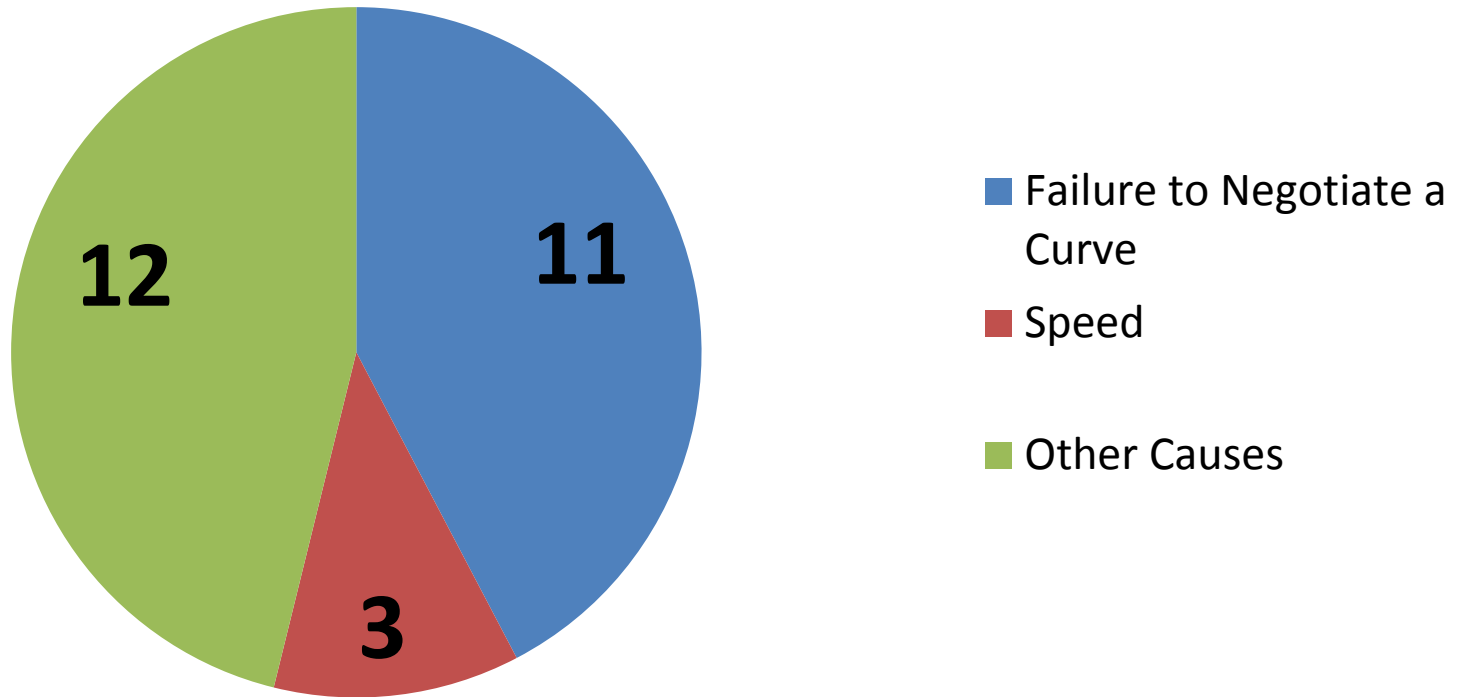
*Preliminary



Causes and Contributing Factors

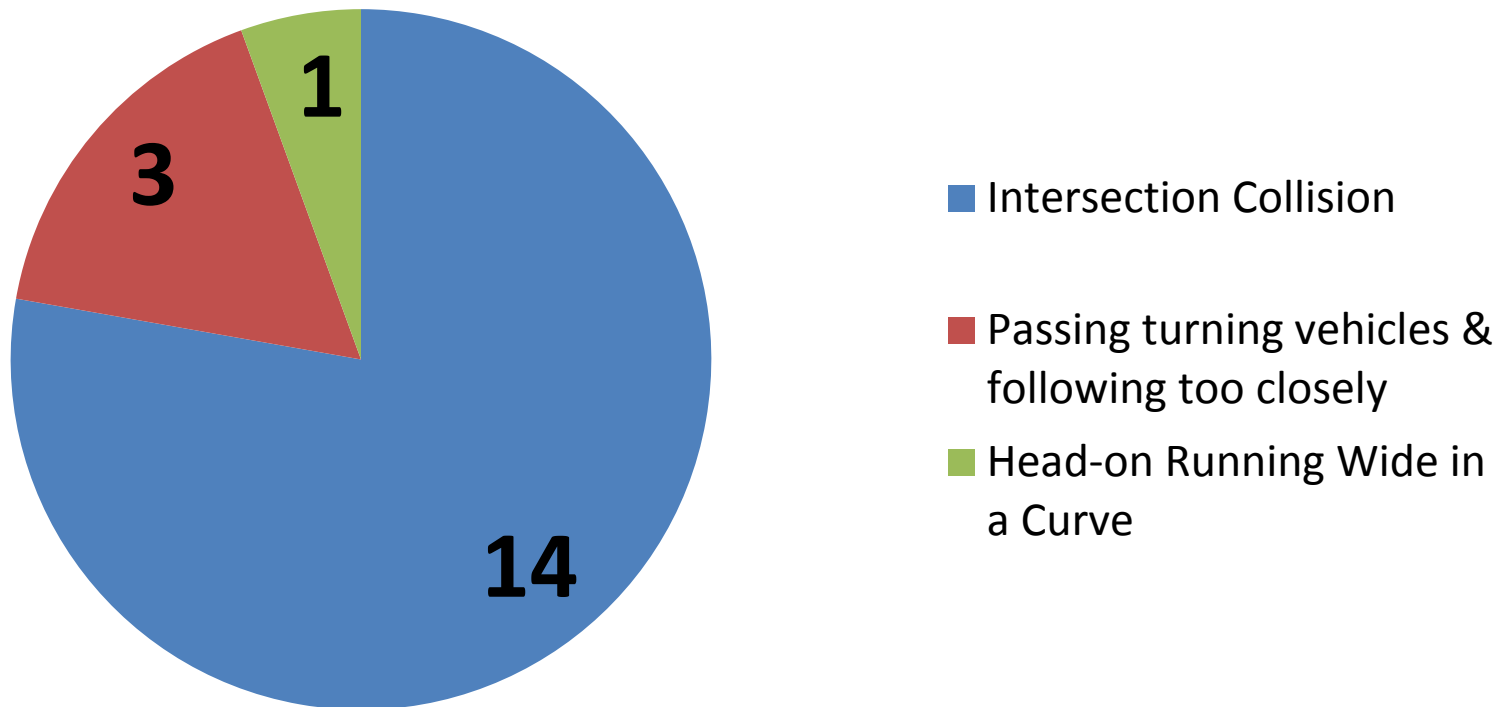
Preliminary Causes of Single Vehicle Fatal Motorcycle Crashes in 2014

26 Single Vehicle Motorcycle Crashes in 2014

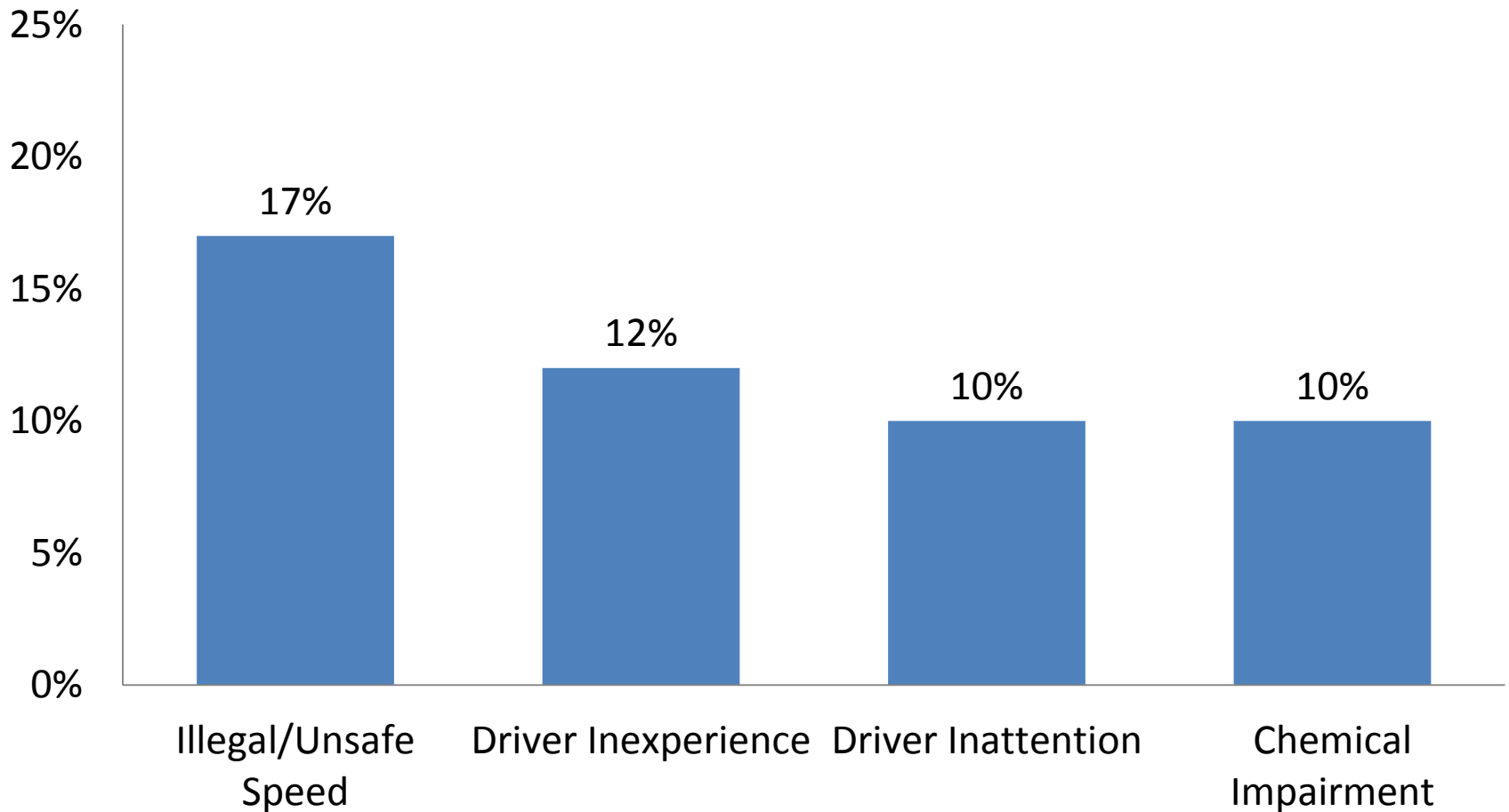


Preliminary Causes of Multiple Vehicle Fatal Motorcycle Crashes in 2014

18 Multiple Vehicle Motorcycle Crashes in 2014

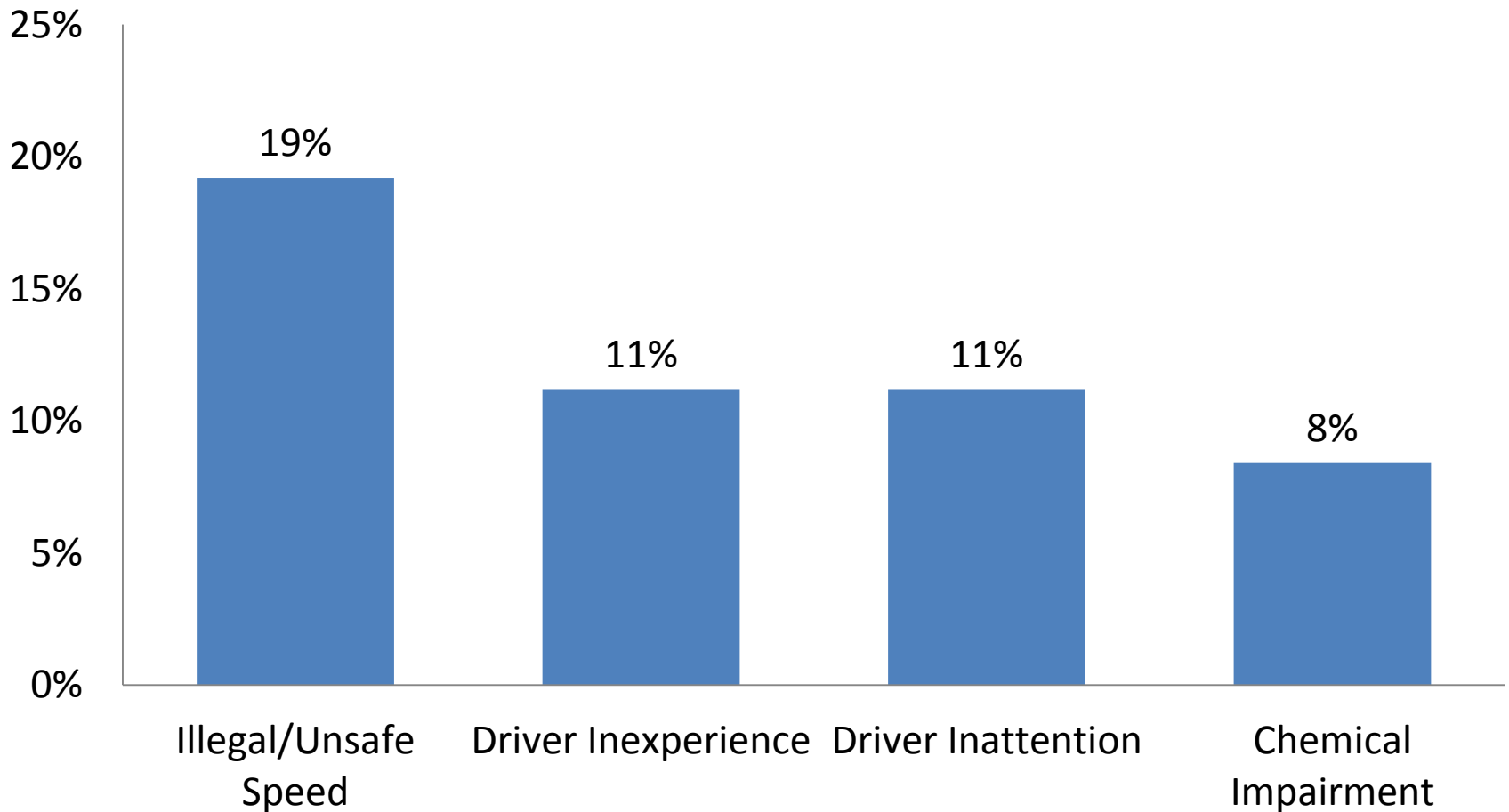


Most Cited Contributing Factors in All 2013 Single-Vehicle Motorcycle Crashes



Most Cited Contributing Factors in all 2014 Single-Vehicle Motorcycle Crashes*

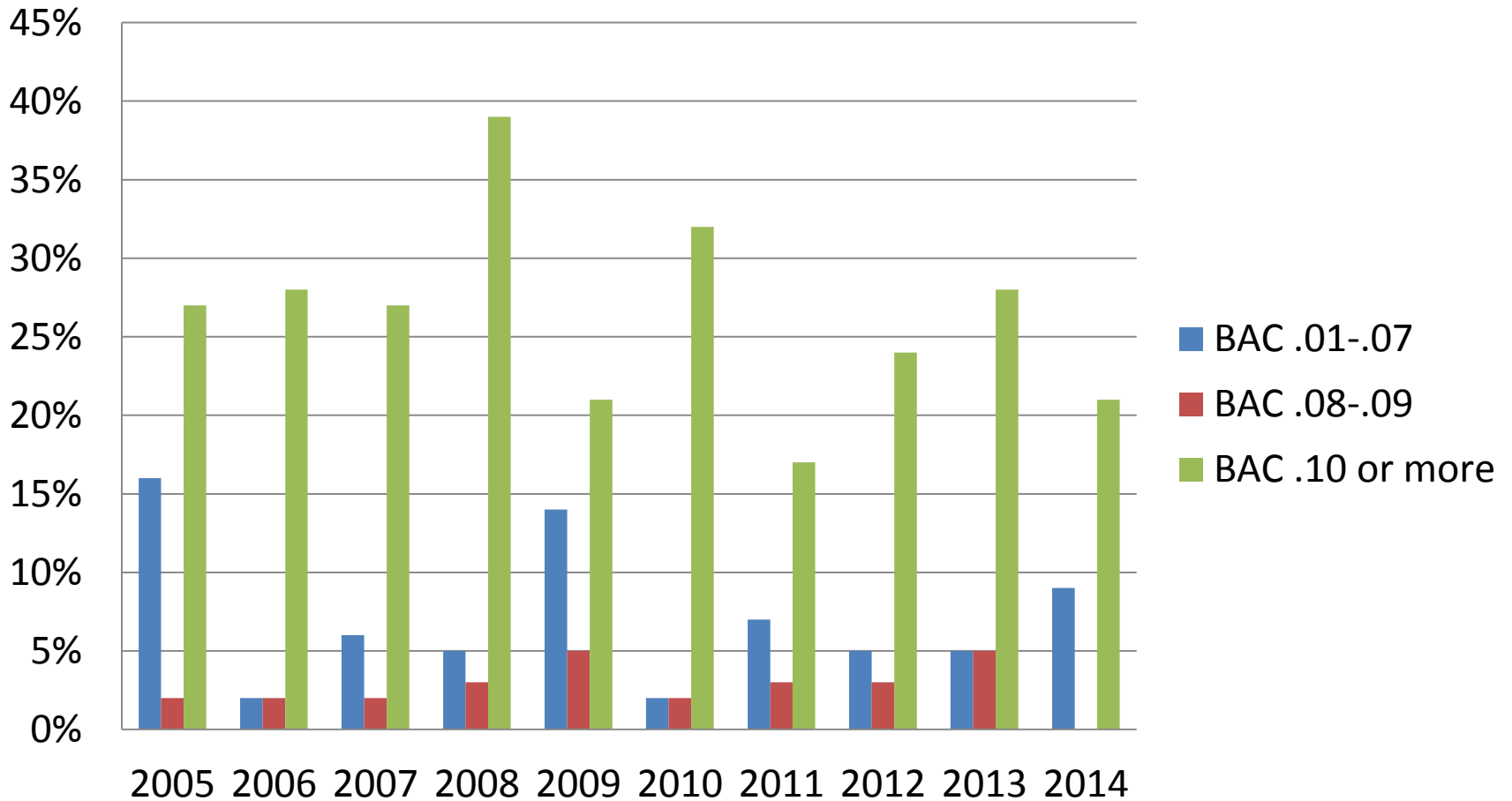
*Preliminary Numbers



Alcohol Use by Killed Motorcycle Drivers

2005-2014*

*2014 data is preliminary



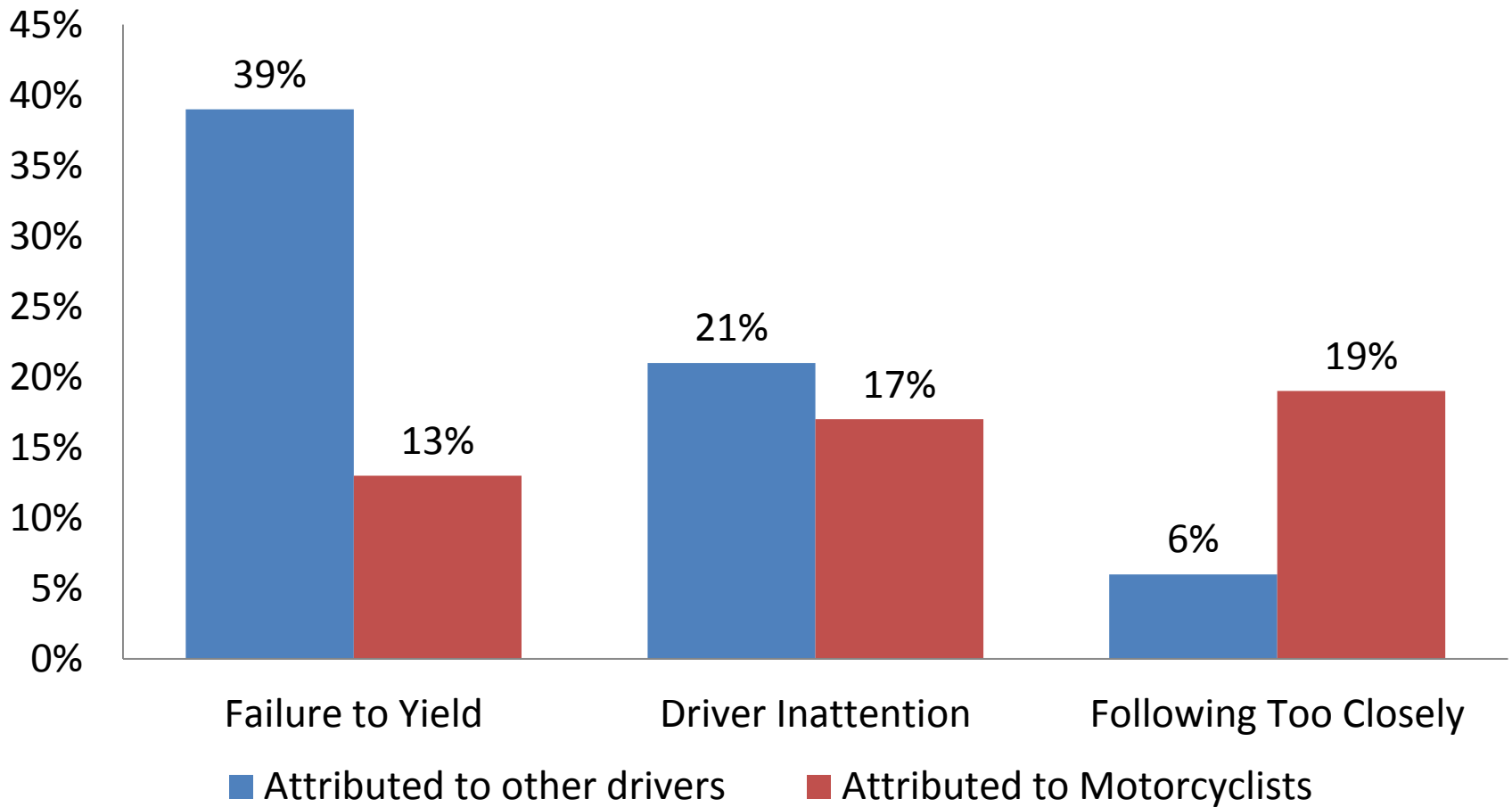
Other vehicles failing to yield is the most cited motorcycle crash factor every year.



START SEEING!
MOTORCYCLISTS!

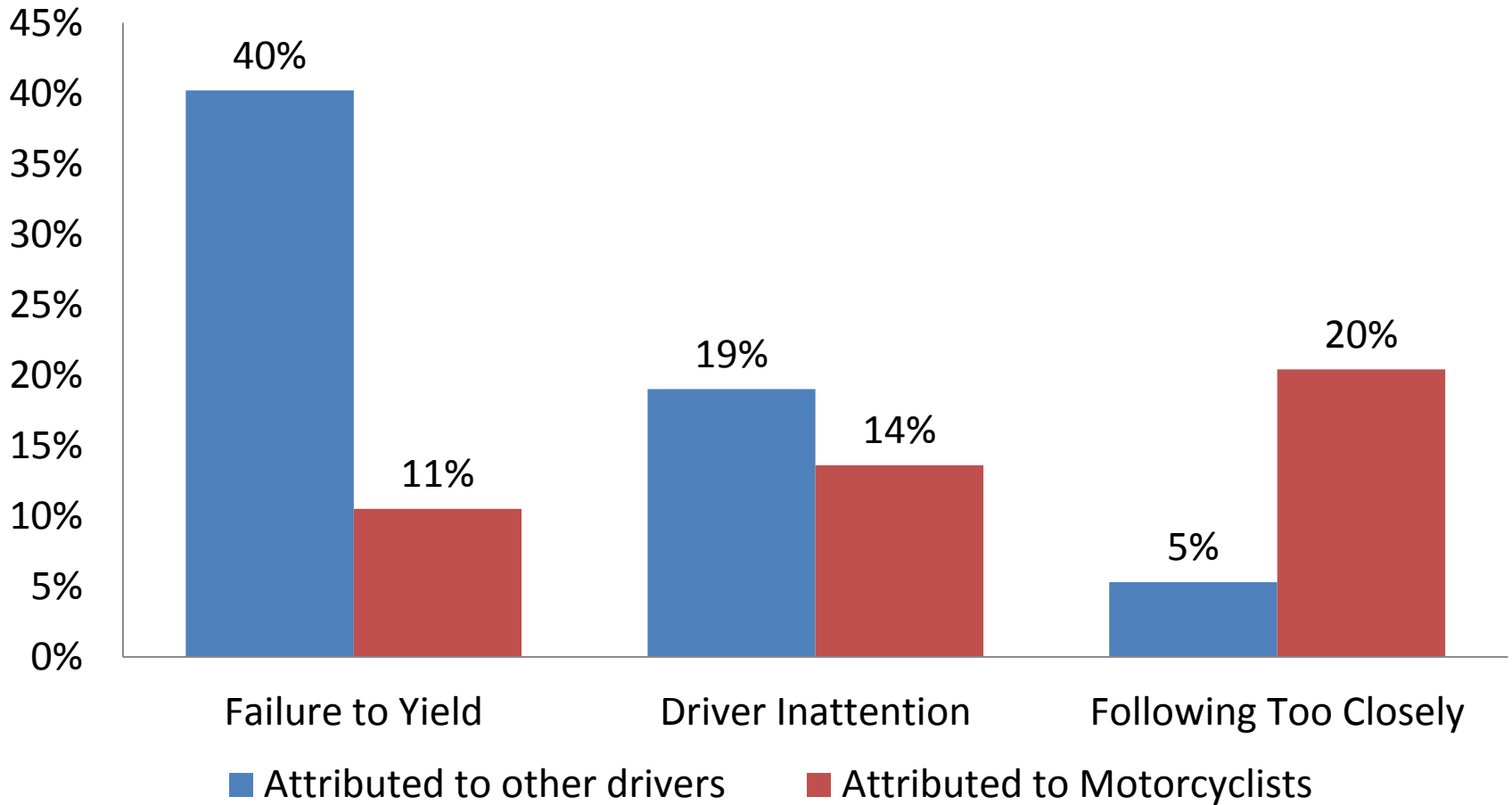
WWW.MOTORCYCLESAFETY.ORG FOR COURSE INFORMATION CALL 800-407-6677 PAID FOR BY MINNESOTA MOTORCYCLISTS

Most Cited Contributing Factors in All 2013 Multiple Vehicle Motorcycle Crashes

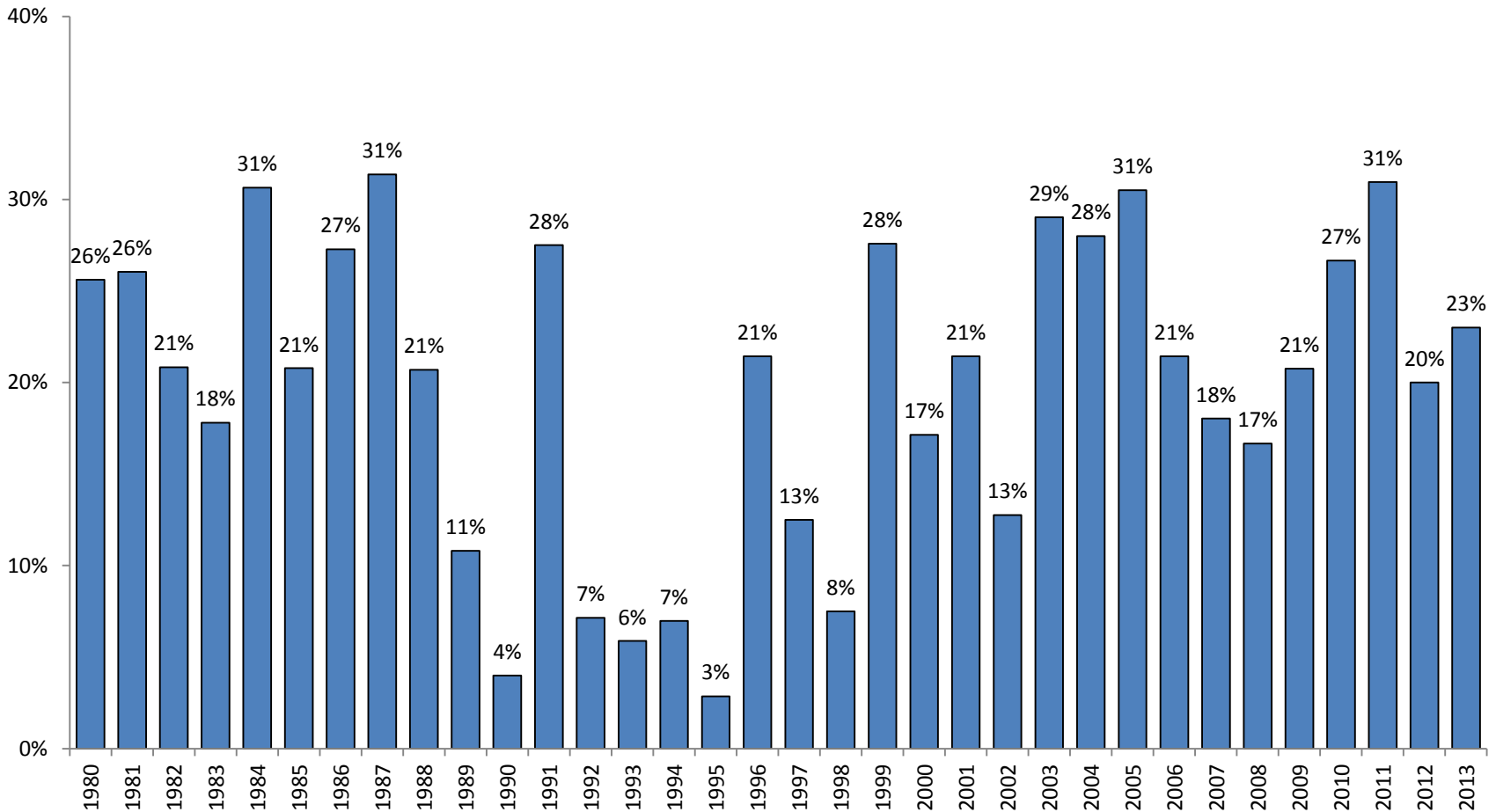


Most Cited Contributing Factors in all 2014 Multiple-Vehicle Motorcycle Crashes*

*Preliminary



Percentage of Killed Motorcyclists Known to be Wearing a Helmet Minnesota, 1980-2013

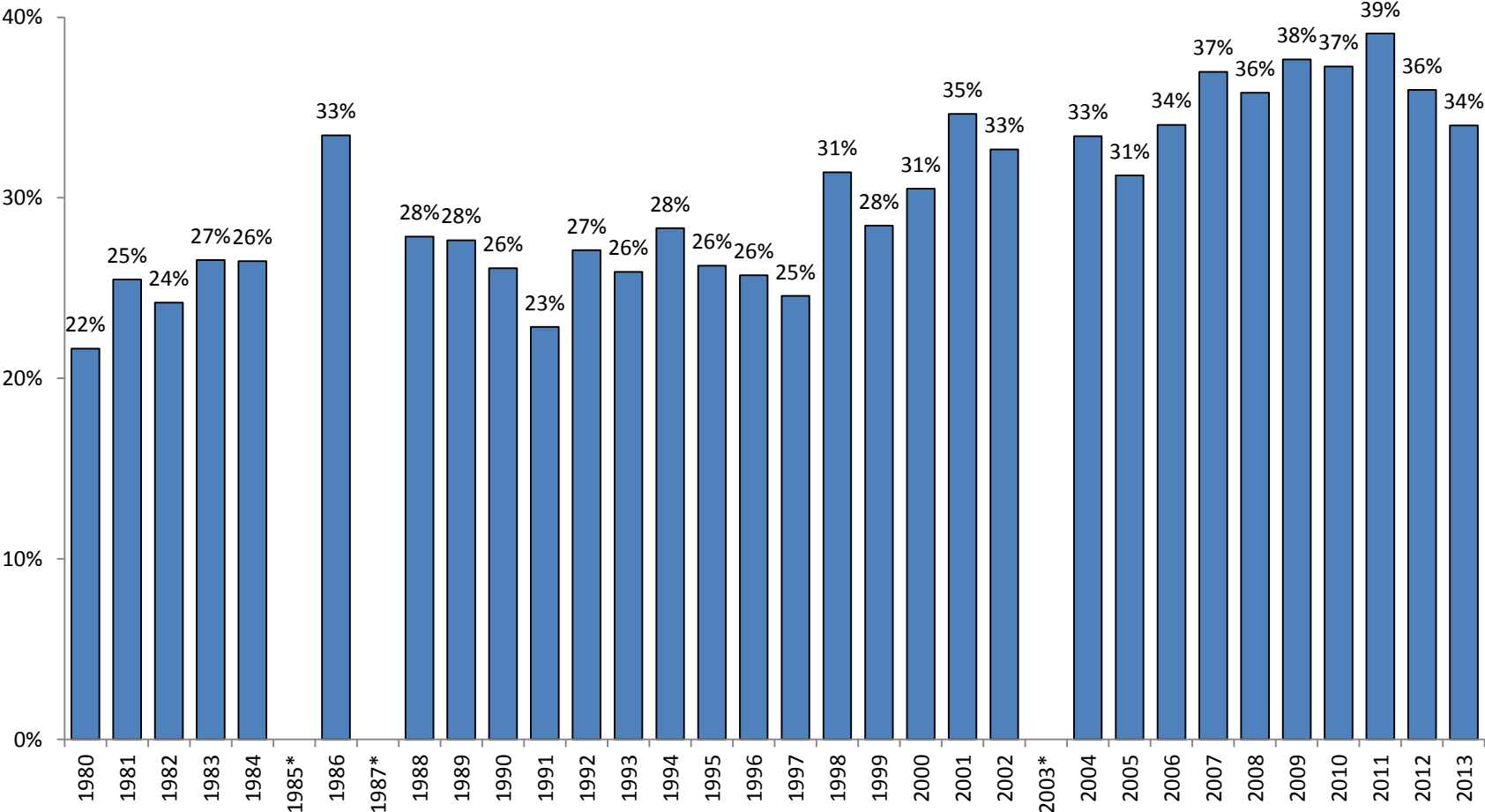


Percentage of Killed Motorcyclists Known to be Wearing a Helmet, 2014*

***Preliminary**

- **Of the 46 motorcyclists killed in 2014, 9 were wearing a helmet.**
 - **19.6 percent**
- **That's down from 14 riders in 2013.**
 - **23.3 percent**

Percentage of Injured Motorcyclists Known to be Wearing a Helmet Minnesota, 1980-2013



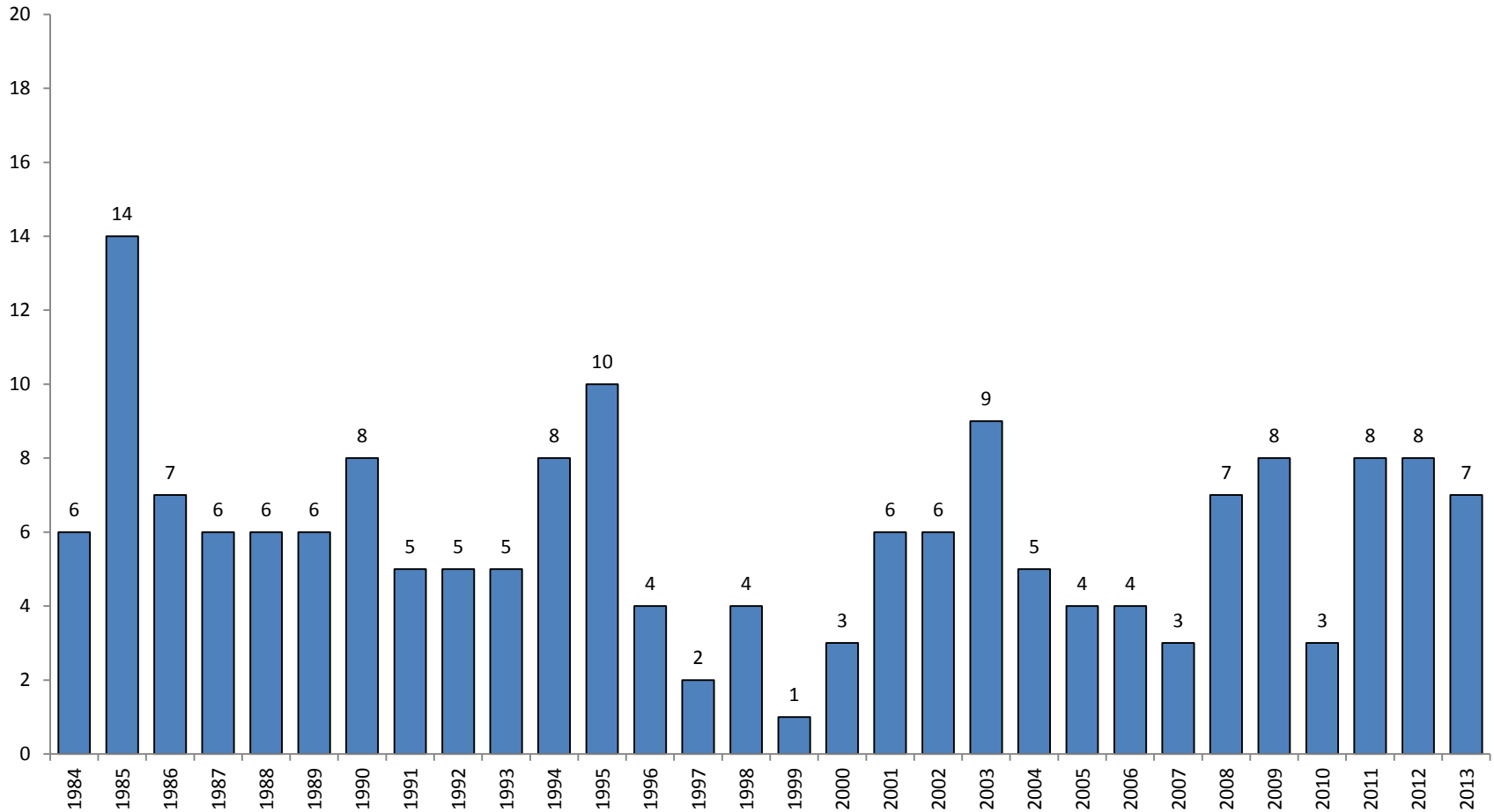
*Data for 1985, 1987, and 2003 not available

Percentage of Injured Motorcyclists Known to be Wearing a Helmet, 2014*

***Preliminary**

- **Of the 1,162 motorcyclists injured in 2014, 422 were wearing a helmet.**
 - **37.8 percent**
- **That's up from 389 riders in 2013.**
 - **34 percent**

Number of Motorcycle Passengers Killed Minnesota, 1984-2013



Motorcycle Passenger Deaths

- **Five motorcycle passengers were killed in crashes in 2014, according to preliminary reports.**
- **There has already been one passenger death in 2015.**

What Can You Do?

- Share our safety messages



Key Messages for Motorcyclists

- **Be the best rider you can be!**
- **Take a training course every year.**
- **Utilize sound judgment on every ride.**
- **Maintain a minimum 2 second following distance.**
- **Ride within your skill set on every ride.**
- **Always ride sober.**
- **ATG/ATT – All the Gear, All the Time**

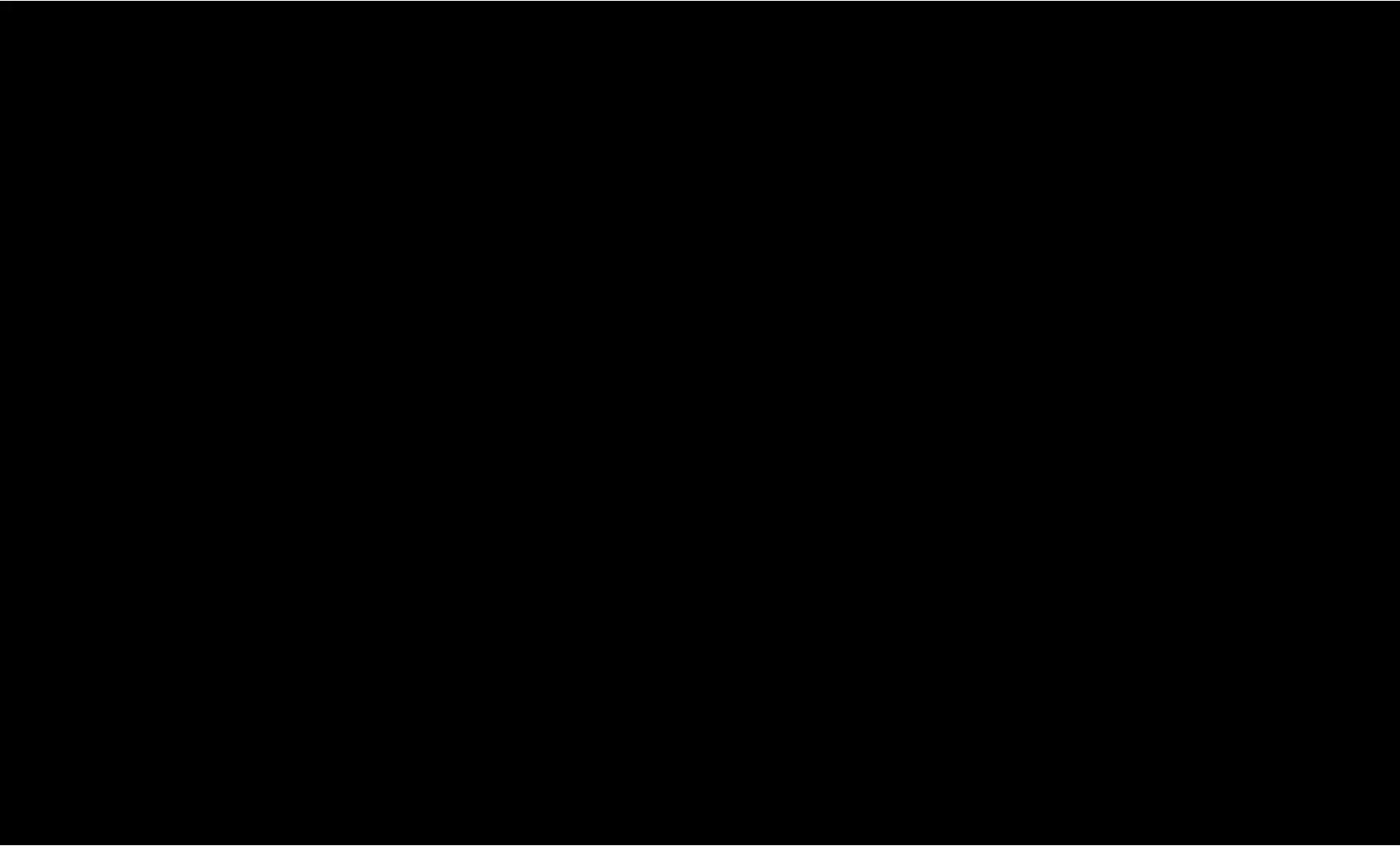
Key Messages for Motorists

- Watch for motorcycles and always look twice before entering a roadway or changing lanes.**
- Due to the smaller size of motorcycles, their speed and distance is more difficult to judge**
- Give riders room and check blind spots.**
- Pay attention and drive at safe speeds.**

What Can You Do?

- Share our safety messages
 - [Order MMSC Materials](#)
 - [Book our SMARTrainer](#)





SMARTrainer



This motorcycle simulator is mobile and available for motorcycle events and open houses where 200 or more riders are expected. To schedule the simulator, contact Ray Aafedt at victory05@arvig.net.

What Can You Do?

- Promote our training



For beginning & advanced riders!

Rider Training

30 training ranges at 28 MnSCU campuses from Thief River Falls to Worthington to Winona to Eveleth

Motorcycle Safety Foundation (MSF) curricula:

- Basic Rider Course
- Basic Rider Course 2
- Moped Course
- Skills Re-Test Course
- Basic Rider Course Refresher
- Group Riding
- Street Smarts

MMSC and Evergreen Safety Council curricula:

- Civilian Police Motorcycle Course (CPMC)
- CPMC Level 2
- 3-Wheel Experienced Rider Course
- 3-Wheel Basic Rider Course
- Basic Motorcycle Maintenance
- Individual Training



What Can You Do?

- Take advantage of social media
 - “Like” MMSC on Facebook
 - Follow MMSC on Twitter
- 1,602 Facebook Page likes
 - Up from 1,387 in April 2014
- 519 Twitter Followers
 - Up from 379 in April 2014

Media is a Powerful Tool When Used Properly

- Better to be proactive, than reactive
 - Media Availability March 10 for spring safety
 - [WCCO Story](#)
- What is your message/goal?
 - Be prepared. Practice.
- Know the reporter/media outlet
- Build and maintain relationships
- Need help? Call me!
 - megan.matthews@state.mn.us; 651-201-7566



Want to Get Involved?

Join the Motorcycle Safety Advisory Task Force!

The task force advises DPS on motorcycle safety issues and provides input to help the Minnesota Motorcycle Safety Program improve safety of motorcycle riders & passengers on Minnesota roads.

****[Apply online](#) by May 26.***

**Thank you for your time
and interest today!**

Please visit our website.

www.motorcyclesafety.org

Take a rider training course this year!

