



Posted by John Kohler

ME Motorcycle Safety Program Coordinator

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Motorcycle Outreach Program

We're looking at initiating a Motorcycle Outreach Program targeting those who have a motorcycle registered but do not have the proper license endorsement. I know that some states have already completed this type of activity and I'm looking for any information regarding the language used to reach the public. I'm also interested in results and any other information that may help us achieve our goal.

We currently have over 10% (6,000 plus) of our riding population operating without a motorcycle endorsement.

Thanks in advance.

MARYLAND

Having just come back from Michigan, I would suggest you give Chad Teachout a call. This is an area where they've really been working to make a dent in the unendorsed population. Hopefully he will chime in.

We did a pilot campaign in Maryland come years ago, matching registrations and license endorsement - with modest success. I think Michigan has taken that to the next level.

Getting the word out about WHY you're doing it is important, lining up stakeholder support in advance. Also - don't forget the law enforcement outreach

~Peter Moe

MARYLAND

Phil Sause from The Free State here. We did two campaigns. The first was I believe in 2002 and to the best of my knowledge we were the first to do a "letter" campaign.

The idea was simple. We compared the databases of those with motorcycle registered in their name with that of individuals with a class M license.

We got a lot of response and not all of it was what we expected. If you'd like the gory details give me a call. A few months later after all the dust settled a few months later we compared the databases again and about 17% of the folks without M licenses had gotten them.

The second one we did was in 2005 and we got a regular research group whose forte was conducting scientific surveys to do it. It had modest success.

If you a letter campaign be sure you first tell your customer why they are getting by defining the

problem. Indicate what the consequences are and offer options to get licensed. Write the letter like you are wearing the purple dinosaur suit not like Chef Ramsey barking at his chefs at a HK dinner service.

Good luck.

~Phil Sause

IDAHO

Hi John,

Idaho also did a letter campaign through our SHSP MC focus group. The group worked for months to get the wording just right so as not to give the impression that Big Brother is watching. We have some fiercely anti-government folks in Idaho, and many of them ride. Unfortunately, the publisher took it upon himself to change the first sentence of the letter and it changed the context. It was met with some unfavorable criticism and was a marginally successful countermeasure.

You may also get a response from our OHS Grants/Contracts Manager. I asked her to respond because she has far more information on this than I do.

~Sunshine Beer

MINNESOTA

MN included the attached slip with all of the motorcycle registration renewals three years ago. It's a softer approach than a letter, and since every motorcycle owner receives it, it promotes training and our web site too. Our state advisory task force crafted the message. The evening testing hours noted on the slip were started here 21 years ago with a NHTSA 403 grant and have been funded with state funding since 1997. Through 2015, we've had 16,326 riders take the skills test for their endorsement through the evening testing program. Here's a link to our evening testing web page:

<https://dps.mn.gov/divisions/ots/mmsc/motorcycle-license/Pages/evening-testing-program.aspx> . Good luck.

~Bill Shaffer

MICHIGAN

These have worked very well for us here in Michigan. SEE PDFS

~Chad Teachout

MAINE

Thank you to all who responded. We really appreciate all the ideas and information.

~John Kohler

NMI

We have looked at this problem and find that the group of people who register a motorcycle but do not have a motorcycle endorsement is not a source for motorcycle fatalities.

For example, in Maine for 2014 (latest data from FARS) there were 14 motorcycle drivers killed and the population of Maine was 1,330,256.

Of these 14 motorcycle drivers, 13 had the motorcycle endorsement, out of 112,428 people in the population with motorcycle endorsements.

One driver did not have a valid license of any kind, out of the population with no valid license of 311,338. (This part of the population includes revoked-suspended licenses as well as those not eligible to apply for any type of license, such as early adolescent children).

Table:

13 MC Endorsed killed out of 112,428

0 Valid license, no MC endorsement out of 906,490

1 No valid license out of 311,338

In Maine, there are 1,018,918 people with a valid license of some type.

This is the group with registered motorcycles. None of them were killed in 2014 that did not have a motorcycle endorsement.

From 2011 to 2014, only 1 person in Maine was killed driving a motorcycle that had a valid license, but not a motorcycle endorsement.

This evidence is supportive of the surprising fact that people who have registered motorcycles, but no motorcycle endorsement, do not participate materially in the motorcycle fatality data.

We will be posting more data here regarding motorcycle fatalities:

<http://www.motorcycleinstitute.org/data/>

Please contact me for further information or questions.

Best Regards,

~Joe Elliott

MARYLAND

Not sure how it is in other states, but in Maryland you do not need a license to register a motor vehicle. When we did our mailing we discovered that, in many cases, a wife, who was not licensed, had her husband's motorcycle registered in her name. That usually had to do with who's name was on the loan documents.

There are a number of other, legal, reasons for the situation, and believe me we heard from a ?number?

of customers who were not happy we contacted them. One good thing, if you can call it that, was we discovered a glitch in our system that at renewal deleted the M from a person's license.

~Phil Sause