

IDAHO
MOTORCYCLE SAFETY EDUCATION
ANNUAL REPORT
1997

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TABLE OF CONTENTS

	<u>Page No.</u>
EXECUTIVE SUMMARY	1
INTRODUCTION.....	1
OVERVIEW	1
I. NUMBER AND LOCATION OF ALL TRAINING SITES	2
* Motorcycles	2
II. NUMBER OF INSTRUCTORS	2
III. TRAINING COURSES	2
IV. NUMBER OF STUDENTS TRAINED	3
V. PROGRAM IMPLEMENTATION	7
VI. OVERALL IMPACT OF PROGRAM	10
VII. REVENUE	11
VIII. EXPENDITURES	11
IX. SUMMARY	12
 SUPPLEMENTARY INFORMATION	
☆ FINANCIAL REPORT 1997	13

EXECUTIVE SUMMARY

In our second full year of operation (third year since legislation was passed), The **ST ★R** program (Skills Training Advantage for Riders) trained 2.5% of the registered motorcycle owners in the state. That is a national record for a program only in its third year.

This was accomplished by maintaining and operating 8 training sites, training 6 new instructors, updating 20 previously certified instructors, obtaining 98 motorcycles and training 814 students in 106 classes from March through November. These classes were taught by 26 part-time **ST ★R** Instructors, who gave up their weekends to teach. Additionally, a Home Page was maintained (<http://www.sde.state.id.us/stars>), a new promotional campaign designed, the toll free automated registration system was upgraded to accept credit cards, yellow page ads were taken out in all Idaho phone books, and Department of Transportation licensing tests and the Motorcycle Operator's Manual were again revised.

INTRODUCTION

The second regular session of the 52nd legislature of the state of Idaho passed Senate Bill 1450 which was signed by the Governor on March 30, 1994. In addition, the first regular session of the 53rd legislature passed Senate Bill 1215, which was signed by Governor Batt in 1995. These two pieces of legislation established the Idaho motorcycle safety program under Title 33, Chapter 49 and Title 49, Chapter 3 of the Idaho Code. In September, 1995, a coordinator was appointed, and training began statewide in the Spring of 1996.

OVERVIEW

The **ST ★R** program offers a novice course, the "Motorcycle Rider Course: Riding and Street Skills" (MRC:RSS), and an experienced course, "The Experienced Rider Course" (ERC). These two courses are nationally recognized and certified by the Motorcycle Safety Foundation. They are scheduled on weekends from March through November. The courses require a classroom that will accommodate at least 15 people, and a training range (parking lot) that ideally is 200' x 300' and clear of obstacles. Motorcycles and helmets are provided by the program.

Long range goals for the motorcycle safety program included:

- ☆ Establishing the program framework to provide for a multi-level, diversified motorcycle safety education and awareness program that will reach all Idahoans.
- ☆ Establishing a comprehensive on-going public relations campaign throughout the state.
- ☆ Establishing motorcycle rider education training sites within reasonable distance of all Idahoans.
- ☆ Implementing the Motorcycle Safety Foundation's (MSF) Beginner Rider Course: Riding

and Street Skills (MRC:RSS), and the Experienced Rider Course (ERC) statewide.

- ☆ Implementing a comprehensive motorcycle licensing test system.
- ☆ Establishing and conducting training programs for instructors and skills testers in education and licensing.
- ☆ Implementing a viable quality control program.

Incorporating these goals, a five-year program plan was developed and utilized which was based on a variety of demographics, funding expectations and program specifications.

I. NUMBER AND LOCATION OF ALL TRAINING SITES

Eight sites offering the greatest coverage were initially established during the first year at Meridian Middle School, Twin Falls High School, ISU in Pocatello, Bonneville High School in Idaho Falls, Lewis and Clark College in Lewiston, U of I in Moscow, Coeur d'Alene High School and Mountain Home Air Force Base. Mountain Home A.F.B. contracted with the state to provide all their motorcycle training needs, however, the training site is not open to the public at this time. Steps are being taken to allow public enrollment in the future. Only Hailey, McCall and Salmon/Challis area remain as the three target areas in which suitable training facilities have not yet been located.

Currently, the eight operational sites provide over 90 percent of all Idahoans the availability of training within 50 miles of their home. Within 5 years, our goal is to provide 97 percent of all Idahoans a training site within 50 miles of their home.

☆ Motorcycles

Forty-three franchised statewide motorcycle dealerships, through a special incentive program by the motorcycle manufacturers, are eligible to loan training motorcycles to certified MSF training sites. Of those, 12 loaned the **ST ★R** program a total of 27 motorcycles. In addition, the **ST ★R** program has purchased an additional 52 motorcycles at 15-20 percent below dealer cost, thanks to a special subsidy from the manufacturer, bringing the total number of discounted state-owned motorcycles to 71. The program will continue to purchase motorcycles until all sites are fully stocked with 14 motorcycles each. Six 40-foot used storage containers were purchased and placed at the various training sites for motorcycle security and equipment storage.

II. NUMBER OF INSTRUCTORS

Currently, the **ST ★R** program has 26 certified, part-time instructors who give up their weekends to teach. At the beginning of the 1997 training season, 18 of the 20 original instructors were updated in a 2½ day class, while the other two took jobs that no longer allowed them to teach part-time. Two previously certified instructors moved to Idaho, keeping the number of instructors static. In addition, a ten day, 95 hour Instructor Preparation class was conducted at

Meridian Middle School, training 12 Instructor Candidates (the maximum allowed). Six of the 12 candidates successfully completed the course.

Twelve of the 26 certified instructors reside in the Meridian area, while one resides in Idaho Falls, two in Pocatello, one in the Twin Falls area, two at Mountain Home, three in Lewiston, one in Moscow and three in the Coeur d'Alene area. Because each class required two instructors, meeting our training commitments in 1997 was a challenge.

III. TRAINING COURSES

There are two courses offered by the program:

1. The novice course, the "Motorcycle Rider Course: Riding and Street Skills" (MRC:RSS), is 15 core curriculum hours. Seven hours are in the classroom, and eight hours involve practical motorcycle riding. The class typically requires 22 hours to teach. Motorcycles and helmets are provided. The most popular class schedule starts on Friday evening, and continues all day Saturday and Sunday. The alternate schedule covers two weekends; two Friday evenings and two Saturdays. During 1997, the program also offered a five day schedule.

The cost for the novice class has been held at \$35 per student for the second year, while the national average for state run programs is \$70.

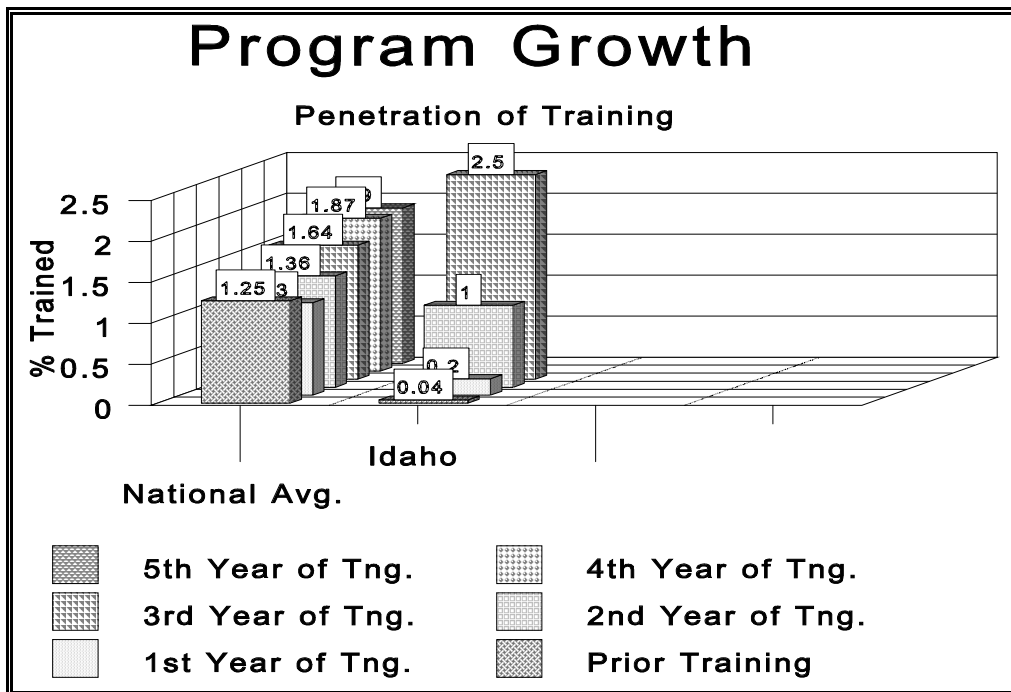
2. The experienced course, "The Experienced Rider Course" (ERC), is eight core curriculum hours long. Three and one-half hours are in the classroom, and four and one-half hours involve practical motorcycle riding on personally owned motorcycles. The class typically requires 10 hours to teach. Classes are conducted on Saturdays.

The cost for the experienced class has been held at \$20 per student for the second year, while the national average for state run programs is \$42.

IV. NUMBER OF STUDENTS TRAINED

The *STAR* program's five year plan forecasted a training goal of 650 novice students and 150 experienced riders for 1997. This is 2.5 percent of Idaho's registered motorcyclists, based on a registration base of 33,000. As a comparison, the national average growth for a program in its third year is 1.6 percent. We established a very aggressive schedule for 1997, and we met it.

During our first full year of operation (1996), establishing the novice class (MRC:RSS) was our primary focus, while the experienced course (ERC) was taught on an as-needed basis. In our second full year (third year since legislation was passed), we concentrated on growth, training 814 students in 106 classes, or **102 percent** of our goal. *This accomplishment is a national record for growth of a third year motorcycle safety program.* The following chart illustrates this accomplishment. The 'prior training' column represents the average penetration of training accomplished within a state before rider education legislation was passed, whereas the '1st year of training' represents the year legislation was passed, etc.



One hundred thirty-one classes were originally scheduled; however, 25 classes (19 percent) were canceled due to insufficient student registrations. A breakout of each site, by type of class, follows:

NOVICE CLASSES								
Site	Classes Scheduled	% of Total	Classes Taught	% of Schedule	Students Starting	Students Passing	% Pass	Class Fill Rate
Meridian	34	38%	33	97%	307	256	83%	9.3
Mtn. Home A.F.B.	3	3%	3	100%	19	16	84%	6.3
Twin Falls	12	13%	11	92%	71	57	80%	6.5
Pocatello	8	9%	6	75%	42	38	90%	7
Idaho Falls	11	12%	9	82%	72	65	90%	8
Lewiston	6	7%	6	100%	38	34	89%	6.3
Moscow	6	7%	2	33%	12	10	83%	6
Coeur d'Alene	8	9%	6	75%	59	50	85%	9.8
TOTAL	89	98%*	76	85%	620	526	85%	8.2

* Total is less than 100% due to rounding

EXPERIENCED RIDER CLASSES								
Site	Classes Scheduled	% of Total	Classes Taught	% of Schedule	Students Starting	Students Passing	% Pass	Class Fill Rate
Meridian	12	29%	10	83%	81	80	99%	8.1
Mountain Home AFB	6	14%	4	67%	28	28	100%	7
Twin Falls	4	9%	3	75%	13	9	69%	4.3
Pocatello	4	9%	3	75%	23	20	87%	7.7
Idaho Falls	4	9%	4	100%	27	26	96%	6.8
Lewiston	5	12%	3	60%	12	12	100%	4
Moscow	3	7%	0	0%	0	0	0%	0
Coeur d'Alene	4	9%	3	75%	10	8	80%	3.3
TOTAL	42	98%*	30	71%	194	183	94%	6.5

* Total is less than 100% due to rounding

The table below provides a snapshot of the student demographics for the 620 novice students trained:

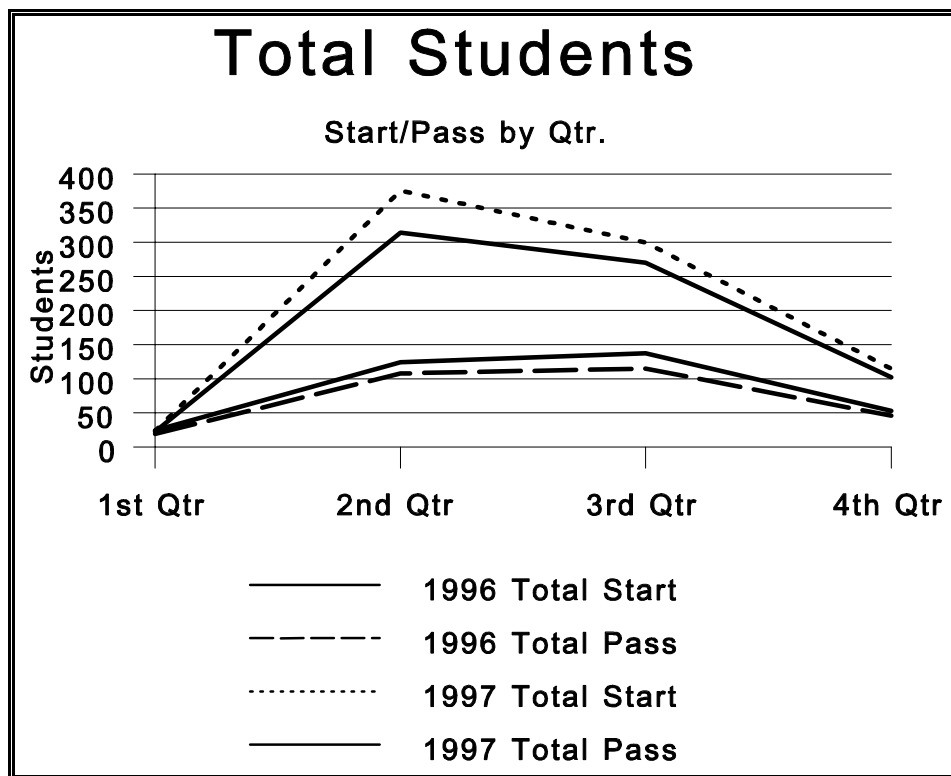
STUDENT DEMOGRAPHICS - NOVICE COURSE						
	Total Students/ %	Under 21/ %	Pass/ %	Fail/ %	Drop/ %	Student Stated Prior Motorcycle Experience/ %
Male	396/64%	240/39%	364/92%	13/3%	19/5%	336/85%
Female	224/36%	19/3%	162/72%	38/7%	24/11%	113/50%
Total	620/100%	259/42%	526/85%	51/8%	43/7%	449/72%

The table below provides a snapshot of the student demographics for the 194 experienced students trained:

STUDENT DEMOGRAPHICS - EXPERIENCED COURSE						
	Total Students/%	Under 21/%	Pass/%	Fail/%	Drop/%	5+ Years Prior Motorcycle Experience/%
Male	183/94%	26/13%	173/95%	8/4%	2/1%	109/60%
Female	11/6%	3/2%	10/91%	1/9%	0/0%	5/45%
Total	194/100%	29/15%	183/94%	9/5%	2/1%	114/59%

The exceptional growth of the program is also evident in the following graph which illustrates the total number of students who started a class, and those who passed, by quarter, for 1996 and 1997.

V. PROGRAM IMPLEMENTATION



The following program highlights provide some insight into the continued development and scope of the program during its second full year:

- ☆ The Advisory Committee met four times during 1997; once each quarter. Committee members continue to be active in the development and implementation of the program by their guidance and direction in advising the coordinator.
- ☆ A federal highway safety grant for \$20,000 was requested and received from the Office of Highway Safety. The grant was awarded to assist with program promotion activities.
- ☆ A statewide promotional campaign was developed and implemented by a local public relations firm, Davies & Rourke.
- ☆ Two promotional posters, along with a third poster which focuses on the licensing requirement, were developed and produced, as were three small-space “student” ads for use in student newspapers and similar publications. One thousand each of the promotional posters, 2,000 of the licensing posters, along with 200 each of the student ads were printed to promote the program and training. Both the promotional items and the licensing poster will be sent to all Driver Services offices, motorcycle dealers and driver education trainers throughout the state in the spring of 1998.
- ☆ Newspaper ads and radio spots were run for several weeks in the spring in every training area throughout the state (except for the Treasure Valley area) to promote the training classes and to boost attendance. The Treasure Valley area has consistently high enrollment, therefore was not included in the promotional ads.
- ☆ Working with the Idaho Transportation Department (ITD), the motorcycle licensing tests were revised and updated, as was the Motorcycle Operator’s Manual.
- ☆ In an agreement with ITD, any person who takes (and passes) either *ST* *AR* class is now eligible for a three-point reduction on their driving record. This reduction will be good for any point accumulation.
- ☆ A mailing to increase the awareness on the program and the law was mailed to law enforcement agencies and magistrates throughout the state.
- ☆ Thirty thousand business card size promotional cards were produced for individuals such as law enforcement to hand out when talking to motorcyclists. These cards are being provided to all Idaho law enforcement agencies in the state.
- ☆ Staff traveled to four professional meetings; two of which were with the National Association of State Motorcycle Safety Administrators (SMSA) and two with the American Association of Motor Vehicle Administrators (AAMVA), for professional development and to obtain the most current information on problems and issues in state

motorcycle education and licensing programs.

- ☆ The automated statewide student registration system was updated to include course payment by credit card and multiple class schedules. The toll-free registration number (1-888-280-**STAR**) was utilized over 3,500 times during 1997, with 962 callers (almost 1 in 4) registering for a class. In 1996, 966 calls were made with 353 callers registering for a class.
- ☆ The **STAR** Home Page continues to be updated and linked to other motorcycle safety sites on the Internet (<http://www.sde.state.id.us/stars>).
- ☆ Seventy-thousand envelope stuffers were developed explaining the upcoming endorsement requirements and current Idaho law for motorcyclists. These stuffers were provided to Vehicle Services Division at the Idaho Transportation Department to be included with mailed registration tags sent to all motorcyclists. Additional quantities were also made available in all Vehicle Services offices statewide for those individuals who walk in to register their motorcycles, instead of registering by mail.
- ☆ The **STAR** program participated in the Annual Driver Education Conference. The program booth was displayed, and the feedback from the attendees concerning the booth and the program was very positive. Conference attendees were advised that **STAR** instructors are encouraged to provide one hour free presentations to driver's education classes on the **STAR** program and on sharing the roadway with motorcyclists.
- ☆ **STAR** instructors provided 21 driver education presentations around the state to inform young drivers about the **STAR** program and provide them with information on sharing the roadway with motorcycles. In addition, 3 mall shows were attended by instructors to display the program and provide the public with motorcycle safety literature.
- ☆ The **STAR** program sponsored a booth at the 1997 Western Idaho Fair. Of the estimated 257,000 fair attendees, 1,781 signed up for prizes at the program booth and 109 people won prizes ranging from rider course gift certificates to coffee cups. Other promotional/educational materials given away included magnets, keychains, posters, brochures and other safety literature.
- ☆ A motorcycle rally to the capitol, sponsored by the Idaho Coalition for Motorcycle Safety (ICMS), was held on May 3, 1997 to declare May "Motorcycle Awareness Month." Over 600 motorcyclists from around the state attended the event which concluded with a cookout in a local park.
- ☆ An article on the **STAR** program was given top billing in the Winter 1997 issue of the *Leading Edge*, the National Association of State Motorcycle Safety Administrators (SMSA) newsletter.

- ☆ Program educational/promotional items such as neon yellow motorcycle hang tags, bumper stickers, reflectorized helmet decals, coffee cups, drink mugs, key chains, patches, pins, stickers, calendars, note pads, refrigerator magnets, and instructor shirts and hats were produced as incentives to help keep the program visible and to recognize individuals for their involvement and participation in the program.
- ☆ Promotional plastic license plate holders were developed to help identify state owned motorcycles and those who have graduated from a rider course. The plate holders state “**Skills Training Advantage for Riders**” across the top, and “***ST ★R Rider***” across the bottom.
- ☆ Yellow page ads promoting the program and rider education training were placed in all phone books statewide.
- ☆ A special training class was conducted at the Peace Officers Standards & Training Academy (P.O.S.T.) for all motorcycle police officers in the state to enhance their skills and to acquaint them with the training program.
- ☆ Gift certificates were again used to increase public awareness and class attendance in the ***ST ★R*** program. They were provided to participating motorcycle dealerships, instructors, and various motorcycle clubs.
- ☆ A professional development seminar for Idaho certified instructors was conducted in December, followed by a banquet and awards ceremony. ***ST ★R*** award categories and 1997 recipients are: Shining Star award (Tom Hammond), Veteran Instructor of the Year (Bob Russmann), Rookie Instructor of the Year (Steve Lincoln) and Outstanding Site Manager award (Bob Blanchard). The ***ST ★R*** awards program, created in 1996, was developed to recognize the efforts, contributions and dedication of the instructors.
- ☆ In addition to the Idaho awards, the Motorcycle Safety Foundation (MSF) also awarded two Idahoans and 16 Idaho motorcycle dealers with national awards. Mr. Tim Buche, President of the MSF, attended the banquet to present the awards. Ms. Elizabeth Weaver, who was responsible for developing the national Rider Course curriculum, was awarded the Award of Excellence, the highest national award in motorcycle safety, while Harry Kindelberger was awarded the Outstanding Instructor Award and the dealers were each awarded the Outstanding Dealer Award.
- ☆ Anonymous course critiques, required of all students, indicated that 99 percent of all novice students would recommend the course to a friend, while 100 percent of the experienced students would recommend the course. The average rating for course content was 9.5 for the novice class and 9.3 for the experienced class, on a scale of 1 (Unsat.) - 10 (Outstanding).

- ☆ The same scale (1-10) was used to rate the **ST★R** instructors by the students, and the ratings averaged 9.6 for the novice course and 9.5 for the experienced course.
- ☆ Four hundred ten handwritten comments were provided voluntarily on the novice course critiques by the students. The following selected comments are representative of the statements received:
- ✱ *I think this course - no matter what your motorcycle knowledge is - should be taken by everyone that rides a motorcycle. I really enjoyed this course - and I increased my motorcycle knowledge almost 100%. Both of the instructors were very helpful and made the class a lot of fun.*
 - ✱ *Course content was excellent, well thought out, good sequence, flowed well, good timing controls; a must for anyone riding a bike.*
 - ✱ *If I was 21 and did not need to take this class, I would still take it.*
 - ✱ *Before I took this course, I thought it was ridiculous; but now I know a lot more about riding than I ever did.*
 - ✱ *Awesome!*
- ☆ One hundred six handwritten comments were provided voluntarily on the critiques by the experienced students. The following selected comments are representative of the statements received:
- ✱ *After 30+ years of riding, I still had things to learn. This was a good use of my Saturday. Thanks.*
 - ✱ *Instructors really know their stuff & had a great eye for seeing what we did & didn't do for each of the drills. Real experts.*
 - ✱ *Course should be required for motorcycle licensing. This course will save lives & prevent injury. The instructors were efficient and friendly, but properly critical and helpful with their evaluations.*
 - ✱ *Great class, everyone could benefit by attending.*
 - ✱ *Thanks. I needed this more than I thought I did. Good job.*
 - ✱ *It was a long day but there was nothing which could be deleted.*

VI. OVERALL IMPACT OF THE PROGRAM

It is still too early to tell what impact the program has made. If the comments made by the 1,152 students trained in 1996 and 1997 are any indication, then an impact has been made on each of them. The promotional program success is evidenced by the fact that word of mouth referrals account for almost one-third of all student referrals.

In 1996, the number of motorcycle fatalities in Idaho dropped by 6, from 18 to 12, and serious injuries dropped by 5, from 115 to 110. While the reduction in fatalities and serious injuries is encouraging, it is too early to attribute the reduction to the training program.

The California Motorcyclist Safety Program (CMSP) concluded a landmark nine year research project in 1997 to determine the effectiveness of rider education. The California program has trained over 93,000 motorcyclists since its implementation in 1987. The following excerpts highlight the findings of that report:

- * Over the nine years the CMSP has been in operation, fatal motorcycle accidents in California have dropped by 69 percent, falling from 840 fatal accidents in 1986 to 263 fatal accidents in 1995. At the same time, total motorcycle accidents have fallen from 29,742 in 1986 to 9,710 in 1995, a drop of 67 percent.
- * The decline in accident rates has been even more dramatic for those under 18, who are required by law to take the course. Accidents among this group has dropped 88 percent, while accidents among riders over 18 have dropped 61 percent.
- * Using conservative estimates of the costs of accidents and fatalities, a savings of 2,374 accidents and 117 fatalities per year represents an annual savings of \$173 million, more than one hundred times the cost of the program itself.

VII. REVENUE

The following figures represent the total revenues for the program for 1997. For a more complete breakdown, see the accompanying charts.

Beginning balance	\$228,915
Federal Highway Safety Grant	\$13,826*
Student tuition	\$13,930
Interest	\$8,128
Driver's licenses (@ \$1 for each class A, B, C & D)	<u>\$242,735</u>
Total Revenue	\$507,534

*A \$20,000 grant was awarded for fiscal year 1997, which started on 1 October, 1996. \$6,174 of the grant was spent in calendar year 1996, and was reported in the 1996 Annual report.

VIII. EXPENDITURES

The following figures are the total expenditures for the program for 1997. For a more detailed breakout, see the accompanying chart.

Administration	\$122,148
Training site costs	\$291,017
Public relations (including grant)	<u>\$86,287</u>
Total Expenditures	\$502,275

PROGRAM BALANCE AS OF DECEMBER 31, 1997 ----- \$5,259

IX. SUMMARY

The *ST AR* program trained a record number of students in 1997, and expects to increase the number of motorcyclists trained in 1998 by providing strategically placed training courses on a statewide basis. During 1998, we expect to train 900 students, a 10 percent increase over 1997. However, because 1998 is an "empty year,"* severe cutbacks in all areas not directly related to training will be required.

The *ST AR* program is fast becoming one of the finest motorcyclist safety programs in the country.

*In 1990, legislation was passed converting all Idaho driver's licenses from a three year license to a four year license. That resulted in an "empty year" in revenue every four years as there are no license renewals except for those who obtained a license during the empty year. Empty years are: 1994, 1998, 2002, 2006, etc. The amount estimated to be transferred from ITD in 1998 is \$160,724, as opposed to the \$242,735 transferred in 1997. That represents a 34 percent drop in income over 1997.

**MOTORCYCLE EDUCATION FINANCIAL REPORT
CALENDAR YEAR 1997**

All numbers are rounded to the nearest dollar

PROGRAM EXPENDITURES - 1997	
* ADMINISTRATIVE *	
SALARIES/BENEFITS	\$84,026
STAFF TRAVEL	\$5,808
OFFICE EXPENDITURES	\$31,682
ADVISORY COMMITTEE	\$362
CONFERENCES	\$2,234
MEMBERSHIPS	\$479
SUBSCRIPTIONS	\$380
SUBTOTAL	\$124,971
* TRAINING SITES *	
SITE COSTS	\$52,161
INSTRUCTOR SALARIES/BENEFITS	\$67,100
INSTRUCTOR TRAVEL	\$20,152
INSTRUCTOR TRAINING	\$11,298
MOTORCYCLES	\$132,309
DATAMART (registration system)	\$7,997
SUBTOTAL	\$291,017
* PUBLIC RELATIONS *	
DAVIES & ROURKE (excluding grant)	\$15,643
OTHER	\$56,818
SUBTOTAL	\$72,461
TOTAL	\$488,449

GRANT EXPENDITURES - 1997	
ADMINISTRATIVE COSTS (SDE)	\$1,659
PUBLIC RELATIONS (see attached breakout)	\$12,167
TOTAL	\$13,826

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