

BIKES AND



ILLINOIS

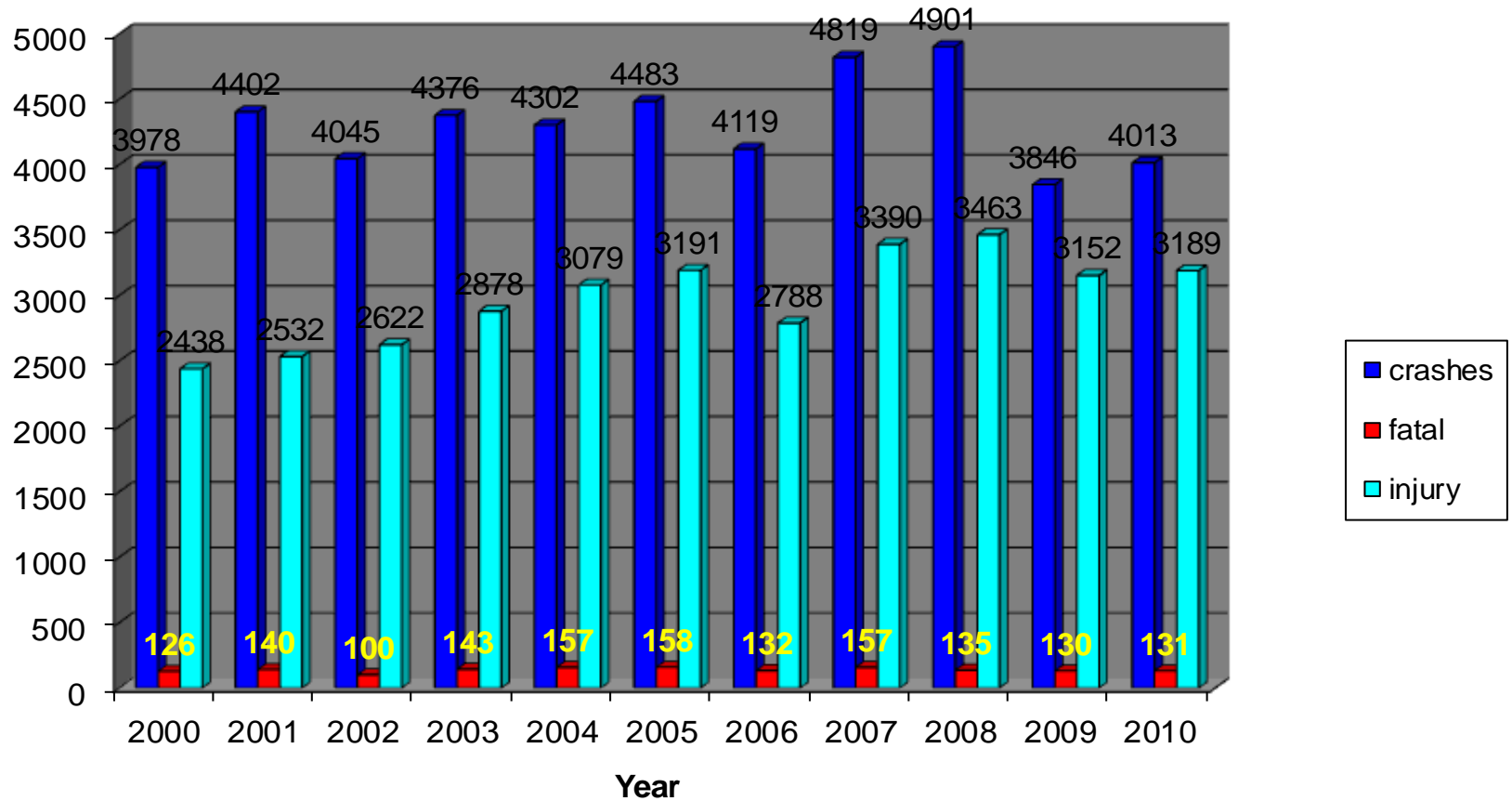


THE #1 OBJECTIVE IS

**THE REDUCTION OF MOTORCYCLE
FATALITIES**

- Any type of motorcycle
- Any Skill Level
- Anywhere in this state

Motorcycle Crash Data



2011 Motor Fatalities

- 33% positive BAC
- 10.7% increase in motorcycle fatalities (145)
- Economically – 1 Fatality costs nearly \$1.5 million dollars
- 75.17% killed were not wearing a helmet
- 91.17% killed were not wearing a helmet (as of July 2012)

MOTORCYCLES INVOLVED IN CRASHES BY TYPE OF MANEUVER

Motorcycle Maneuver	Motorcycles Involved
Going Straight Ahead	2,029
Passing/Overtaking	88
Making Left Turn	177
Making Right Turn	114
Slow/Stopped in Traffic	312
Skidding/Control Loss	512
Changing Lanes	39
Other	457
Parked	141
TOTAL	3,869

STATISTICS SHOW

RIDER ERROR IS RESPONSIBLE FOR THE TOP 3
CAUSES OF SINGLE VEHICLE CRASHES

- IMPROPER CURVE NEGOTIATION
- ALCOHOL CONSUMPTION
- IMPROPER BREAKING

***IN MANY CASES, THESE CRASHES COULD BE
PREVENTED***



WHAT DO WE DO?

- NOTHING
- ENFORCEMENT - An important aspect, however it alienates police from the rider
- ENGINEERING - Improve roadways and motorcycles
- EDUCATION - It is proven to be effective

BE PROACTIVE!

THE GOOD NEWS!

BIKESAFE LONDON - METROPOLITAN POLICE

25% REDUCTION IN MOTORCYCLE FATALIES IN THE 1ST
YEAR

NORTH CAROLINA STATE HIGHWAY PATROL

PILOT COUNTY WAS THE ONLY COUNTY TO HAVE A
FATALITY REDUCTION

BIKESAFE IS A PROACTIVE APPROACH

THROUGH EDUCATION :

- CHANGE MOTORCYCLE RIDER BEHAVIOR
- GIVE THEM “TOOLS” TO BE MORE ASSERTIVE DRIVERS
- HIGHLIGHT FUNDAMENTAL SAFETY TIPS
- ENCOURAGE MOTORCYCLISTS TO FURTHER THEIR TRAINING

WHAT BETTER WAY THAN TO TAKE A MODEL THAT HAS PROVEN WORTH AND ADAPT IT TO OUR NEEDS?

BOTH AGENCIES EXPERIENCED A REDUCTION IN FATALITIES

DESPITE THE SOARING INCREASE IN PRODUCTION, SALES
AND REGISTRATION OF MOTORCYCLES



**METROPOLITAN
POLICE**

Working together for a safer London

www.met.police.uk

BIKESAFE UK OFFERS 3-4 CLASSES PER WEEK

BIKESAFE NC OFFERS 2 CLASSES PER MONTH

BIKESAFE IL IS OFFERING 1 CLASS/MONTH
DURING THE RIDING SEASON

**MISSION STATEMENT:
BIKESAFE PARTNERS LAW ENFORCEMENT OFFICERS
WITH EDUCATING THE PUBLIC WHILE STILL
PERFORMING ENFORCEMENT DUTIES**

**HIGHLY QUALIFIED MOTOR OFFICERS CAN PASS ALONG A
WEALTH OF KNOWLEDGE AND EXPERIENCE IN A FRIENDLY AND
INFORMAL MANNER**

**ILLINOIS MOTORCYCLISTS WILL THRIVE BY
ALLOWING MOTOR OFFICERS TO ASSESS THEIR
STRENGTHS AND WEAKNESSES**

BIKESAFE ILLINOIS RIDER SKILLS DAY

- FREE OF COST TO PARTICIPANTS
- 1 DAY WORKSHOP
- DAY WILL CONSIST OF LECTURE, DEMONSTRATION AND PRACTICE
- DIFFERENT THAN ANY OTHER SAFETY CLASS OFFERED
- IT IS UNIQUE - ILLINOIS MOTOR OFFICERS SHARING KNOWLEDGE
- ON THE ROAD ASSESSMENT OF THEIR SKILLS
- AN OPPORTUNITY FOR RIDERS TO PRACTICE GOOD RIDING TECHNIQUES
- RIDERS WILL UNDERSTAND WHAT FACTORS CAUSE CRASHES
- "TOOLS" ARE GIVEN BY MOTOR OFFICERS TO HELP IMPROVE RIDER'S HAZARD PERCEPTION AND OBSERVATIONAL SKILLS



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WE CAN EXPECT THE SAME BENEFITS LONDON AND NORTH CAROLINA ACHIEVED

PARTICIPANT SURVEY

- 90% - ATTITUDE TOWARDS MOTORCYCLE SAFETY CHANGED FOR THE BETTER
- 65% - ATTITUDE TOWARDS OTHER ROAD USERS IMPROVED
- 63% - AFTER ATTENDING A RIDER SKILLS DAY THEY CONTINUED TO TAKE FURTHER TRAINING

BikeSafe UK 2011 Survey

Almost 100% of customers felt that BikeSafe offered Value for Money.

10% of riders who took a workshop between September 2010 and September 2011 had more than 10 years riding experience.

86% of BikeSafe customers said that they would consider Accredited Training as a result of BikeSafe.

91% said that their attitude to risk had been positively affected by BikeSafe.

“yes a brilliant course, thank you. Good balance between classroom work, instruction, riding and feedback. Also nice to see how the professionals do it. A course given by bikers for bikers to make more safe bikers.....I've completed the survey too.”

Tony

POSITITVE PUBLIC RELATIONS

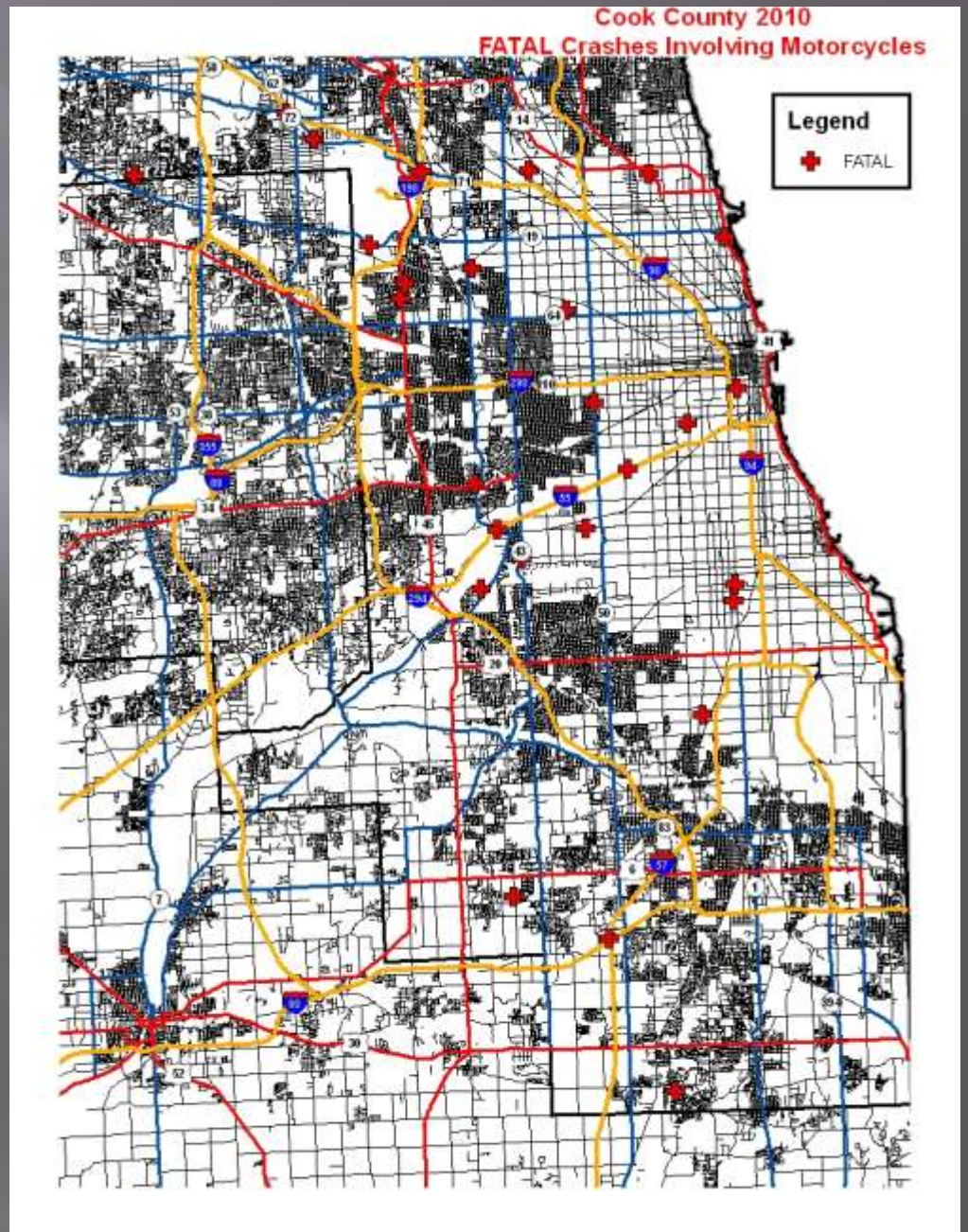
MEETING THE NEEDS OF THE COMMUNITY

Routes are strategically planned based on IDOT's statistics of where Motorcycle crashes and fatalities occur in your area.

Reduced the number of overall crashes and crime in areas of the observed ride.

***A REDUCTION OF "IN-HOUSE"
CRASHES**

- Lori Midden- IDOT
- Crash stats 2008-2011
- 2 “Practice Skills Days” in 2011
- 4 Skills Days in 2012
- Route encompasses “dangerous roads” for motorcyclists





“...this class was an excellent skill Builder/reminder. The road portion Is what makes it.” - Mark

“You are offering a wonderful opportunity to the Community and I hope this program continues And grows for years to come.” -John



“On my way home, I found myself doing Things to protect myself in traffic that I Wasn't doing prior to class.” - Nadine

COST: Duty time for ISP Personnel, Refreshments, and Marketing

EQUIPMENT NEEDED:

- PATROL MOTORS
- BASIC IT EQUIPMENT (LAPTOP, SCREEN, AND PROJECTOR)
- CLASSROOM FACILITY (PREFERABLY NOT A POLICE STATION)
- SAFETY VESTS WITH A BIKESAFE ILLINOIS PATCH

BIKESAFE LONDON HAS ASSESSED OVER 10,000 RIDERS TO DATE - THEY OPERATE 3-4 TIMES PER WEEK.

NORTH CAROLINA OPERATES 2 CLASSES PER MONTH

2007 - N.C. PILOT PROGRAM RECEIVED "NO MATCH MONEY"
GRANT - \$4700

2008 - NHTSA RECOGNIZED THE SUCCESS AND FUNDED \$16,000

2009 - \$56,000

THANK YOU!!