



Virginia Strategic Highway Safety Plan

Motorcycle Emphasis Area Plan

Priority Strategies

1. Implement roadway improvements that ensure human mistakes and vulnerabilities do not result in serious injuries or fatalities.
2. Adopt an approach that considers risk when prioritizing locations for safety improvements and programs.
3. Recognize traffic safety as a public health issue and establish policies and programs that promote safe behavior and reduce crash severity outcomes.
4. Develop and implement programs that provide education and awareness to high-risk road users.
5. Implement innovative solutions and utilize current and emerging technologies.

Emphasis Area Tasks

- Review actions and select 10. Include a mix of what can be done today and what can be done in the future. Refrain from just selecting all ongoing strategies and focus on priorities. *(Note: each individual's selections will not necessarily make it to the final list. We will identify those 10 that capture the needs of the group.)*
- Combine or reword actions whenever possible. Example: Combine actions 1 & 2 - *Use data to identify which population groups are at highest risk for not wearing safety belts and develop materials to increase awareness of the benefits of safety belt use among these low-use groups.*
- Apply the Action Test for each action.
- Determine the time frame, e.g., those actions that can be done in the next two years (short term) ; those that can be done in the next three to five years (longer term) and any that are ongoing.
- Identify any new actions that support the principal strategies and are not included on this list.

Action Test

- What can actually be accomplished? *(What is working today and ideas for the future.)*
- Is there an interest in pilot testing a program or project?
- Is it feasible in terms of budget and resources?
- Are there policy or political considerations that require it to be included?
- Is there a way to combine or rewrite actions to result in fewer actions?

Action #	Priority Strategy	4E	Action	Time Frame
1	#4	Education	Conduct a motorcycle safety media campaign that includes motorist awareness of motorcycles and motor scooters, information for young and aging riders, and increase the media messaging in what the data indicates are the top 10 jurisdictions for motorcycle crashes and fatalities.	Long term
2	#4	Education	Conduct the Basic Rider Training, 3-Wheeled Vehicle training, and Advanced Rider Training courses throughout the Commonwealth through partnerships with the licensed Motorcycle Training Sites.	Ongoing
3	#4	Education	Provide the method for distribution of Rider Alert cards to all licensed training sites.	Short term
4	#4	Education	Increase the number of licensed motorcycle training sites in the top 10 jurisdictions with motorcycle crashes involving another vehicle.	Long term
5	#4	Education	Recruit new and effective partners to make sure the motorcycle safety program reaches diverse communities and to ensure equity is at the forefront of the program.	Long term
6	#4	Education	Conduct law enforcement training in motorcycle DUI detection, motorcycle crash investigation, Zero Tolerance, and motorcycle specific laws.	Long term
7	#1	Engineering	Deploy engineering solutions and best practices that address motorcycle and motor scooter-specific infrastructure issues and mitigation including drainage and shoulders, communication of road conditions, pavement conditions, enhanced roadway delineation, and traffic control devices.	Long term
8	#4	Education	Provide the collection and linkage of quality crash, injury, licensing, violation, and registration data for analysis to identify high risk locations and behaviors related to motorcycle and motor scooter fatal and serious injury crashes.	Long term
9	#4	Education	Identify and support legislation and policies that acknowledge the importance of safety gear including helmets and address penalties for riding without an endorsement as well as behaviors such as speeding and/or careless driving.	Long term