



# Strategic Plan

# 2009

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Wisconsin Motorcycle Safety Advisory Council



# **2009 Strategic Plan**

## **Executive Overview**

The Motorcycle Safety Advisory Council (MoSAC) is concerned about the motorcycle riding environment in the State of Wisconsin. While Wisconsin is a national leader in rider education and motorcycle safety, MoSAC felt they could do more to help shape the future of motorcycling in our state. The council embarked on a strategic planning process in the October 2008 to guide them in their journey. This process continued in to January 2009.

The process lead MoSAC to develop a mission for their group as well as a vision of what motorcycling could be like in Wisconsin. Their vision piggybacks on the Department of Transportation Bureau of Traffic Safety program of Zero in Wisconsin. MoSAC also established a goal of reducing the number of motorcycle crashes in Wisconsin per 1,000 registrations by thirty percent by the end of 2013. The benchmark is the 2008 data still being finalized.

To help achieve this goal, MoSAC identified and prioritized seven projects to undertake in 2009.

1. Increase motorist awareness of motorcycles
2. Reduce speed related motorcycle crashes
3. Decrease the number of impaired riders
4. Reduce the number of unlicensed motorcyclists
5. Develop and maintain a Wisconsin motorcycle website
6. Develop presentations for RiderCoaches to deliver outside of class
7. Implement a Basic Rider Course for Scooters

Each project has a MoSAC member who volunteered to lead the project. The projects are more fully defined in the narrative and the appendix of this report.

The Motorcycle Safety Advisory Council acknowledges the support of the Department of Transportation and the Bureau of Transportation Safety. The MoSAC members also appreciate the support of the groups each of them represent and are looking forward to working with all interested parties in making Wisconsin the safest and best place in the nation to ride a motorcycle.

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## **The Details**

What started as the Technical Committee on Driver Licensing and Motorcycle Safety eventually became the Motorcycle Safety Advisory Council (MoSAC) in 1985. MoSAC was tasked with advising the Secretary of Transportation on motorcycle safety and rider education issues. MoSAC is currently composed of twelve members representing motorcycle rider groups, motorcycle rights groups, motorcycle manufacturers and dealers, rider education leaders and the Wisconsin Technical Colleges. The Wisconsin Motorcycle Safety Program Manager serves as a liaison with the Department of Transportation, Bureau of Transportation Safety.

In 2008, the Director of the Bureau of Transportation Safety asked the group where it would like to see motorcycle safety go in the State of Wisconsin. After further discussion, the group realized they needed to develop a strategic plan to guide their efforts in enhancing and promoting motorcycle safety in Wisconsin. This document describes the process they used in developing their strategic plan and the results of their work.

At their meeting on October 23, 2008 MoSAC began the strategic planning process by discussing its mission. Reviewing their charter and what was being asked of the group by BOTS, the members talked the role of MoSAC in enhancing motorcycle safety in Wisconsin. During this meeting, the group formulated their mission statement.

### ***MoSAC Mission***

*The Wisconsin Motorcycle Safety Advisory Council advises the Secretary of Transportation on motorcycle safety issues and promotes the safest possible riding environment by sharing best practices and leading the nation in motorcycle safety innovation.*

The Council members then addressed their vision for motorcycle safety in Wisconsin. They focused on what motorcycle safety would look like in Wisconsin if MoSAC fulfilled its mission. Many ideas were shared, but in the end they all seemed to fall in line with BOTS “Zero in Wisconsin” theme. Consequently, the group used that theme as their vision.

### ***MoSAC Vision***

- *Zero motorcycle fatalities in Wisconsin*
- *Zero single or multivehicle motorcycle crashes*
- *Zero unlicensed motorcycle riders*
- *Zero untrained motorcycle riders*
- *Zero impaired motorcycle riders*
- *Zero motorists not sharing the road with motorcycles*
- *Zero unfunded motorcycle safety programs*
- *Zero riders not knowing the benefits of proper and conspicuous riding gear*

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The next step in the strategic planning process involved identifying the environment in which MoSAC is trying to carry out its purpose and make its vision a reality. This took the form of a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. This scan of the current situation provided information to help best use the capabilities and resources of the group to accomplish their mission.

Looking first at their internal atmosphere, the MoSAC members evaluated the strengths of their group that they could build upon. These are the resources and capabilities of the group that can be used to achieve their goals. These strengths are listed in the SWOT table in the appendix.

Next the group identified any capabilities or resources that were absent from within the group or were deemed not strong enough to assist in completing their tasks. These are weaknesses that exist that either needed to be strengthened or plans developed that do not rely on them. These weaknesses are listed in the SWOT table in the appendix.

After assessing their internal situation, the MoSAC members studied the external environment. Opportunities ripe for action that could help them reach their goals were identified. Then the group explored any environmental factors that might prevent them from achieving their goals. These opportunities and threats are listed in the SWOT table in the appendix.

An all-day dedicated strategic planning meeting was held on January 24, 2009. At this meeting, the results of the previous planning session were reviewed and the planning process continued. An initial attempt was made to describe what motorcycling would be like in Wisconsin in five years if we were moving towards the vision of Zero in Wisconsin. This ultimately led to the creation of a significant strategic objective.

### ***Strategic Objective***

*Reduce motorcycle crashes per 1,000 motorcycle registrations by 30% as compared to 2008 data by the end of 2013.*

The MoSAC members believe this objective incorporates all of the elements of the strategic vision. Reducing motorcycle crashes would reduce fatalities. Reducing the number of unlicensed, untrained and impaired riders would lead to a reduction in crashes. Likewise improving motorist awareness would lead to them sharing the road with motorcycles and reduce the number of crashes. Ensuring motorcycle riders know and understand the benefits of proper and conspicuous riding gear will help make them more visible on the road and also lead to fewer crashes. Key to implementing these ideas is adequate funding for the attendant programs.

Once the strategic objective was developed, the group turned their attention to determining what MoSAC could do in 2009 to begin the journey towards successfully meeting that goal. Many ideas were formulated and discussed. Eventually seven projects were identified that the group felt would utilize their resources to take advantage of existing opportunities to implement their

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strategic plan. These projects were then given more detail and prioritized. Project leaders were assigned to each project to guide it and keep it on track.

## ***Implementation Plan***

- 1. Increase motorist awareness of motorcycles*
- 2. Reduce speed related motorcycle crashes*
- 3. Decrease the number of impaired riders*
- 4. Reduce the number of unlicensed motorcyclists*
- 5. Develop and maintain a Wisconsin motorcycle website*
- 6. Develop presentations for RiderCoaches to deliver outside of class*
- 7. Implement a Basic Rider Course for Scooters*

### **Increase motorist awareness of motorcycles**

Increasing motorist awareness includes inventorying what products are currently available and using them to more fully to improve the sharing of the road by all. In addition to implementing a more aggressive motorist awareness campaign, the effectiveness of the effort must also be evaluated. Sandy Schmit has agreed to lead this project.

### **Reduce speed related motorcycle crashes**

This project involves evaluating what is available to educate riders about the increased risk that speed poses. Obtaining the existing materials from the Motorcycle Safety Foundation and the funding for duplication is also part of this project. Once the appropriate materials are ready, they will be distributed to rider dealers and education programs. Ideally this distribution will be coordinated with the Motorcycle Awareness Month activities in May. Ron Thompson offered to lead this project.

### **Decrease the number of impaired riders**

Decreasing the number of impaired riders will involve identifying and using available materials, including the Rider Sober Ride Right and Your Ultimate Nightmare videos as well as the Green-Yellow-Red and the 5=Zero programs. Gathering 2008 statistics and comparing them to 2009 data is also a part of this project as is an administrative policy review. Greg Rodd has volunteered to lead this project.

### **Reduce the number of unlicensed motorcyclists**

Employing alternative methods of obtaining a motorcycle endorsement such as the Motorcycle Safety Foundation's Experienced RiderCourse for Licensing can reduce the number of unlicensed and untrained riders in Wisconsin, but will require initiating the necessary statutory

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changes. RiderCoach readiness will need to be addressed and a strong promotional campaign to draw riders to the program will be needed. Tom O'Meara will lead this project.

### **Develop and maintain a Wisconsin motorcycle website**

This project entails developing a website for motorcycle riders that provides educational resources and latest information about motorcycle safety and rider education issues. The project will investigate the possible use of the Department of Transportation website, or alternatively, the hosting of an independent site. Identifying content for the site is also a piece of this project. Chuck Miles will lead this project

### **Develop presentations for RiderCoaches to deliver outside of class**

To help increase motorcycle awareness and promote responsible riding, RiderCoaches need to do more in their communities. This includes making presentations to civic and rider clubs. This project will develop packaged presentations that RiderCoaches can use to address groups in their communities. Tom O'Meara will also lead this project.

### **Develop a Basic Rider Course for Scooters**

Although this was identified as a potential project, it has been placed on hold due to the limited resources of MoSAC at this time.

### **The Connection**

The Motorcycle Safety Advisory Council (MoSAC) developed a vision for a safer and more enjoyable riding environment in Wisconsin as well as a strategy to achieve it and an implementation plan to make it real. Moving from vision to strategy to implementation explains how things will happen. The vision becomes closer to reality by applying the strategy and the strategy is realized by implementing the projects. Conversely, traversing the process in the other direction explains why something is being done. The projects are being worked on to realize the strategy which in turn makes the vision possible.

### **Conclusion**

The members of the Motorcycle Safety Advisory Council appreciate the support of the Department of Transportation and the Bureau of Transportation Safety and look forward to using this plan to improve the motorcycling environment for all riders in Wisconsin.

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### **Appendix**

### **Mission**

The Wisconsin Motorcycle Safety Advisory Council advises the Secretary of Transportation on motorcycle safety issues and promotes the safest possible riding environment by sharing best practices and leading the nation in motorcycle safety innovation.

### **Vision**

- Zero motorcycle fatalities in Wisconsin
- Zero single or multivehicle motorcycle crashes
- Zero unlicensed motorcycle riders
- Zero untrained motorcycle riders
- Zero impaired motorcycle riders
- Zero motorists not sharing the road with motorcycles
- Zero unfunded motorcycle safety programs
- Zero motorcycle riders not knowing the benefits of proper and conspicuous riding gear

### **Strategic Objective**

Reduce motorcycle crashes per motorcycle registrations by 30% as compared to 2008 data by the end of 2013.

### **Projects**

Seven ideas were discussed that could lead to achieving the strategic objective. In order of priority, those ideas are:

1. Increase motorist awareness of motorcycles
2. Reduce speed related motorcycle crashes
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### Appendix

#### Project Detail

<b>Project</b>	<b>Implementation</b>	<b>Leader</b>
1. Increase motorist awareness of motorcycles	<ul style="list-style-type: none"> <li>❖ Inventory current products</li> <li>❖ Make at least two press releases</li> <li>❖ Continue Share the Road and Intersections programs</li> <li>❖ Continue using Idaho Star PSA</li> <li>❖ Evaluate effectiveness           <ul style="list-style-type: none"> <li>➤ Develop measures</li> <li>➤ Gather data</li> </ul> </li> </ul>	Sandy Schmit
2. Reduce speed related motorcycle crashes	<ul style="list-style-type: none"> <li>❖ Evaluate available materials</li> <li>❖ Obtain MSF materials</li> <li>❖ Obtain funding for duplication</li> <li>❖ Distribute to classes and dealers</li> <li>❖ Coordinate with Motorcycle Awareness month</li> </ul>	Ron Thompson
3. Decrease the number of impaired riders	<ul style="list-style-type: none"> <li>❖ Inventory available products</li> <li>❖ Gather 2008 statistics (compare to 2009)</li> <li>❖ Use available materials           <ul style="list-style-type: none"> <li>➤ Ride Sober Ride Right</li> <li>➤ Your Ultimate Nightmare</li> <li>➤ Green Yellow Red</li> <li>➤ 5=Zero</li> </ul> </li> <li>❖ Conduct an administrative review</li> </ul>	Greg Rodd
4. Reduce the number of unlicensed motorcyclists	<ul style="list-style-type: none"> <li>❖ Use Experienced RiderCourse for Licensing</li> <li>❖ Initiate necessary statutory changes</li> <li>❖ Develop a promotional program</li> <li>❖ Implement ERC and promotional programs</li> <li>❖ Review RiderCoach capabilities</li> </ul>	Tom O'Meara
5. Develop and maintain a Wisconsin motorcycle website	<ul style="list-style-type: none"> <li>❖ Investigate use of DOT website</li> <li>❖ Update information on website           <ul style="list-style-type: none"> <li>➤ MoSAC meeting minutes</li> <li>➤ New program releases</li> </ul> </li> </ul>	Chuck Miles
6. Develop presentations for RiderCoaches to deliver outside of class	<ul style="list-style-type: none"> <li>❖ Gather content during 2009 RiderCoach Professional Development Workshops</li> <li>❖ Collect RiderCoach contact information</li> <li>❖ Develop “canned” message outline and suggested materials</li> <li>❖ Develop and send follow up via email</li> </ul>	Tom O'Meara
7. Develop a Basic Rider Course for Scooters	<ul style="list-style-type: none"> <li>❖ Develop Scooter BRC Curriculum Update For RiderCoaches</li> </ul>	Greg Patzer

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#### **SWOT Analysis**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• Knowledge and experience</li><li>• Member backgrounds</li><li>• Diverse group</li><li>• DOT support</li><li>• Independent</li><li>• Diverse organizational representation</li><li>• Ability to reach many organizations</li><li>• Many members are RiderCoaches</li><li>• Input from outside DOT</li><li>• Enthusiasm</li><li>• Advisors</li></ul>	<ul style="list-style-type: none"><li>• Not enough time</li><li>• Promotion</li><li>• Different agendas</li><li>• Human procrastination</li><li>• Slow communications</li><li>• Advisory</li><li>• Communication</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Harley-Davidson factory in Wisconsin</li><li>• First with program ideas</li><li>• Relationship with DOT/BOTS</li><li>• Out of the box thinking of members</li><li>• Ability to reach many motorcycle organizations</li><li>• Recommend positive solutions for motorcycle safety</li></ul>	<ul style="list-style-type: none"><li>• Complacency</li><li>• Funds cut</li><li>• Funding</li><li>• Ideas that can actually be made real</li><li>• Can be dissolved by DOT</li><li>• No funding for recommended solutions</li><li>• Federal money constraints</li><li>• Public apathy</li><li>• Wisconsin culture</li></ul>

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#### **Motorcycle Safety Advisory Council**

##### **Members**

- Clint Cagle – Blue Knights
- Terry Hughes – Gold Wing Road Riders Association
- Sue Knopka – Women on Wheels / Women in the Wind
- Chuck Miles – Harley Owners Group (Chair)
- Tom O’Meara – BMW Motorcycle Owners of America
- Tim Becker – Harley-Davidson Motor Company
- Greg Rodd – ABATE of Wisconsin,
- Sandra Schmitz – Wisconsin Technical Colleges
- Mike Schwartzenbacher – American Motorcyclist Association
- Ron Thompson – RiderCoach Trainer
- Craig Wucivic – University of Wisconsin-Whitewater
- Lee VanZeeland – Wisconsin Powersports Dealers Association