



Arizona

1 of 28

states and Puerto Rico where the Highway Safety Office is the lead agency for motorcycle safety.

1 of 8

states, the District of Columbia and Guam that hasn't identified motorcycle crashes as a priority crash problem.

1 of 12

states, the District of Columbia and Guam that doesn't have a motorcycle safety plan.

1 of 9

states whose Strategic Highway Safety Plan doesn't include motorcycle safety.

1 of 18

states that had a NHTSA assessment of its motorcycle safety program.

1 of 27

states and Puerto Rico with anti-impaired riding education efforts for motorcycle riders.

Year	Motor Vehicle Fatalities	Motor Vehicle Registrations	Motorcycle Fatalities	Motorcycle Registrations
2004	1,151	2,055,202	119	81,086
2005	1,179	2,120,631	138	98,703
2006	1,288	2,189,979	142	114,443

- In Arizona, motorcycle fatalities represented 10 percent of all motor vehicle fatalities and 4 percent of registered vehicles in 2004; 12 percent of fatalities but 5 percent of registered vehicles in 2005; and 11 percent of fatalities but 5 percent of registered vehicles in 2006.

GENERAL

- The Arizona Governor's Office of Highway Safety is the lead agency for motorcycle safety.
- Arizona has a statewide motorcycle safety advisory council (MSAC). Council members are appointed by the Governor.
- Motorcycle crashes are not a priority crash problem in Arizona.
- Arizona is developing a motorcycle safety plan.
- Motorcycle safety is not an element of the state's strategic safety plan.
- In 2007, NHTSA conducted an assessment of Arizona's motorcycle safety program.

RIDER EDUCATION AND TRAINING

- The Arizona Department of Motor Vehicles (DMV) is responsible for rider education and training.
- Rider training is not mandatory.
- Training capacity is an issue in Arizona. Training programs are offered throughout the year but there are not enough schools or qualified instructors. Courses are also not offered in all areas of the state.
- Arizona has a *Sharing the Road* program. A nationally recognized creative agency, Bozell, created a *Sharing the Road* campaign for Arizona called *Ride Safe. Drive Aware*. The campaign's logo is now used on all MSAC materials, correspondence and media components. Billboards in English and Spanish that addressed several different issues were strategically placed in high rider traffic areas in Phoenix, Tucson and northern Arizona during the spring and summer of 2007. Additional billboards were also secured in predominately Hispanic areas to increase the campaign's reach. Two different 30-second advertisements, a 60-second advertisement and 10-second radio advertisements were purchased across the state in the spring and summer of 2007. Multiple messages were rotated including the following message that aired immediately



after rush hour traffic reports: *Motorcycle riders always wear the proper protective gear, make sure that you are licensed and properly trained and never ride impaired. Ride Safe, Drive Aware.* Placement of additional billboards with messages like *If you can afford the bike, you can afford the lessons* and *Some drivers only see us by accident* were also placed throughout the state in English and Spanish as part of the campaign. In addition, t-shirts, pencils, badges and bumper stickers are imprinted with the message of *Look Out for Motorcycles*. In April and May, the state also hosts press conferences and informational events to increase awareness for motorcycle safety.

- Information on sharing the road with motorcyclists included in the state's license manual.

LICENSING

- The minimum age to apply for a motorcycle permit is 15 and seven months. The minimum age for a motorcycle license/endorsement is 16.
- Vision and knowledge tests are required; however, the skills test is waived for applicants who successfully complete a rider education course.

PERSONAL PROTECTIVE EQUIPMENT

- Riders 17 and under are required to wear helmets.
- In 2006, 88 of the 142 motorcyclists killed were not wearing helmets.

IMPAIRED MOTORCYCLING

- Arizona recently launched a statewide multi-media campaign that included billboards and radio announcements in English and Spanish.
- The state encourages private organizations to conduct alcohol and drug free motorcycling events.
- All of the state's impaired driving mobilization campaigns include motorcyclists.

RESOURCES AND FUNDING

- \$1.00 of every motorcycle registration fee is dedicated to motorcycle education.
- Arizona received a 2010 Motorcyclist Safety Grant. Grant money funded a bilingual multi-media campaign.
- \$4,000, \$1,200 and \$113,500 of federal funds were obligated for motorcycle safety in 2004, 2005 and 2006, respectively.