



Year	Motor Vehicle Fatalities	Motor Vehicle Registrations	Motorcycle Fatalities	Motorcycle Registrations
2004	1,634	4,222,236	111	129,439
2005	1,729	4,208,585	144	142,010
2006	1,693	4,141,179	154	142,276

- In Georgia, motorcycle fatalities represented 7 percent of all motor vehicle fatalities but 3 percent of registered vehicles in 2004; 8 percent of fatalities but 3 percent of registered vehicles in 2005; and 9 percent of fatalities but 3 percent of registered vehicles in 2006.

GENERAL

- The Department of Driver Services is the lead agency for motorcycle safety in Georgia. The Governor’s Office of Highway Safety (GOHS) provides financial and project planning support in partnership with the Department of Driver Services to reduce motorcycle injuries and fatalities.
- Motorcycle crashes are a priority crash problem in Georgia.
- Georgia has an active motorcycle advisory committee. Members include the Governor’s Office of Highway Safety, the Department of Driver’s Services, ABATE, American Honda, and the Motorcycle Alliance of Georgia.
- Georgia has a motorcycle safety plan, and motorcycle crashes are included in the state’s Strategic Highway Safety Plan.

RIDER EDUCATION AND TRAINING

- The Department of Driver Services is responsible for rider training and education.
- Basic and advanced rider skills courses, based on the MSF curriculum, are offered in Georgia.
- Rider training is not required.
- Training capacity is an issue in Georgia. The average wait time in some areas ranges from one to two days in the spring and one day in the fall. The Georgia Motorcycle Safety Program has added four new motorcycle training sites to increase training availability and reduce customer wait time.
- Georgia has an active *Sharing the Road* campaign. In 2004, Georgia was one of the first states to conduct high visibility motorcycle enforcement initiatives. GOHS also launched *Operation Fast & Furious*, an ongoing traffic enforcement program specifically targeting motorcyclists who engage in high risk driving behaviors involving alcohol, racing and reckless operation and speeds sometimes exceeding 140 mph in metropolitan driving environments. *Operation Fast &*

1 of 20 states, the District of Columbia and Puerto Rico that has a universal helmet law.

The mandatory curriculum for novice drivers does not include information about sharing the road with motorcyclists.

1 of 17 states with an education effort to increase helmet use.

1 of 27 states and Puerto Rico with anti-impaired riding education efforts for motorcycle riders.



Georgia

Furious is a multi-jurisdictional effort that stretches from Atlanta to Savannah. The campaign is now entering its third year.

- In 2005, as motorcycle deaths continued to climb nationwide, GOHS made the reduction of motorcycle fatalities an area of priority programming, using earned media coverage, e-mail, and posters to promote the sharing the road message. In 2006, GOHS began statewide distribution of a new sharing the road brochure entitled *Why Didn't I See That Motorcycle & Why Didn't That Driver See Me?* To push the sharing the road message even harder, the GOHS Law Enforcement Services Team took the lead as the first Governor's Challenge Awards Program in the nation to include a groundbreaking category of competition where local traffic law enforcement units are judged for developing new concepts for addressing motorcycle safety and awareness concerns. Then, to grab even more earned media headlines each year, the winning agency is awarded a brand new police-package Harley Davidson Road King to kick-off their local motorcycle safety campaign.
- In 2007, GOHS brought in Hollywood star power to drive home Georgia's motorcycle safety message. More than 2,000 motorcyclists and screaming fans crowded the barricaded streets where Georgia Governor Sonny Perdue welcomed John Travolta, Tim Allen, Martin Lawrence and William H. Macy to the Capital steps in Atlanta, declaring February 6th Motorcycle Safety Day in Georgia. The stars of the Wild Hogs comedy road trip movie reminded Georgia motorists about the seasonal return of motorcycle enthusiasts to Georgia highways. The event captured state and local media coverage that went both nationwide and international and lasted for weeks. Georgia DOT supported the campaign with two weeks of *Motorcycles Are Everywhere*, sharing the road messages displayed on changeable message boards throughout the interstate system. As a follow-up, GOHS partnered with motorcycle clubs for a Fourth of July Hog Wash at interstate rest stops where clean windshields and safety brochures gave bikers a safety break from the long haul and holiday heat.
- The state's driving manual includes information about sharing the road with motorcyclists. Information on *Sharing the Road* is not currently included in the curriculum for novice drivers, but it is being considered.

LICENSING

- The minimum age for a motorcycle license or endorsement is 16. If the applicant is at least 16 years old and has completed an approved driver education course, he or she may apply for their motorcycle permit. Otherwise, riders must be at least 17 years old and have parental consent if under 18.
- Vision, knowledge and road sign tests are required of all applicants; however, the knowledge and road signs tests may be waived for successful completion of a rider education course.
- The Department of Driver Services and GOHS work with dealers, rider groups and law enforcement to encourage proper licensing.

PERSONAL PROTECTIVE EQUIPMENT

- Georgia has a universal helmet law.
- In 2006, 21 of the 154 riders killed in motorcycle crashes in Georgia weren't wearing helmets.
- Conspicuity information is included in the training programs offered in the state. The GOHS has an online store with pamphlets on the proper riding gear. GOHS also takes out examples of different gear to community and motorcycle chapter meetings.

IMPAIRED MOTORCYCLING

- The GOHS utilizes the *Riders Helping Riders* program and a mix of communication mechanisms to draw attention to the dangers of impaired riding (e.g. newspapers, community meetings, e-mail, posters, fliers, mini-planners and law enforcement mobilizations). *Riders Helping Riders* is a rider training program based on findings that riders look out for each other but, for various reasons, are hesitant to intervene in the drinking and riding behavior of their peers. The program communicates the drinking and riding problem, the need for rider intervention in the drinking and riding behavior of their peers and tools that riders can use to help prevent the drinking and riding of their peers.
- The GOHS encourages the use of NHTSA's impaired motorcycle reference card for police officers.
- Motorcyclists are included in many law enforcement mobilizations in the state, including: *Hands Across The Border*, *Operation Fast* and the *Furious and Operation Zero Tolerance*.

RESOURCES AND FUNDING

- The motorcycle rider education program is self funded.
- Georgia received a 2010 Motorcyclist Safety Grant. The funding was used to increase the number of training facilities in the state.
- \$290,000 of federal funding was obligated to motorcycle safety in the last three years.