



Wisconsin

1 of 28

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

1 of 16

states that mandates rider education for riders under a certain age.

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.

1 of 17

states and Puerto Rico with anti-impaired riding enforcement efforts.

1 of 18

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

Year	Motor Vehicle Fatalities	Motor Vehicle Registrations	Motorcycle Fatalities	Motorcycle Registrations
2004	792 (784)	2,591,731 (5,278,402)	80	232,808 (221,982)
2005	815 (801)	2,562,357 (5,371,800)	93 (92)	303,439 (303,040)
2006	724 (712)	2,639,984 (5,326,693)	93	271,151 (291,534)

The data in parentheses was provided by the State of Wisconsin.

- In Wisconsin, motorcycle fatalities represented 10 percent of all motor vehicle fatalities but 9 percent of registered vehicles in 2004; 11 percent of fatalities and 12 percent of registered vehicles in 2005; and 13 percent of fatalities but 10 percent of registered vehicles in 2006.

GENERAL

- The Wisconsin HSO is responsible for motorcycle safety.
- Wisconsin has an active statewide motorcycle advisory committee. Members include representatives from: the AMA, ABATE of Wisconsin, the Gold Wing Road Riders Association, BMW Motorcycle Owners of America, the Blue Knights, Inc. Motorcycle Club, the Wisconsin Power Sports Dealers Association, the Harley Owners Group, Women On Wheels, the University of Wisconsin – Whitewater, the MSF, a vocational school and the Harley Davidson Company.
- Motorcycle crashes are a priority crash problem in Wisconsin.
- Wisconsin has a motorcycle safety plan, and motorcycle crashes are included in the state's Strategic Highway Safety Plan.
- NHTSA conducted assessments of Wisconsin's motorcycle safety program in 1999 and 2007.

RIDER EDUCATION AND TRAINING

- The Wisconsin HSO is responsible for motorcycle training and education.
- The MSF's Basic and Experienced RiderCoursesSM and the Evergreen Safety Council's sidecar/trike courses are offered in Wisconsin.
- Rider education is mandatory for everyone under 18.
- Training capacity is an issue. The waiting time can be as long as 12 weeks in some parts of the state. Several Rider's Edge[®] and private schools have opened up over the past three years to help address the problem. The state has increased capacity to address the problem as well.



- Wisconsin has a *Sharing the Road* program. This has been an ongoing program for 25 years. Program activities include the following:
 - An annual Motorcycle Safety and Awareness Month proclamation.
 - Radio and television public service announcements.
 - Posters and brochures.
 - A leaflet that instructs the reader to cover his/her right eye and stare at a dot while the motorcycle in the picture disappears. This gets the message across by drawing the reader into participating in the activity. The DMV has used this same leaflet as a stuffer in driver license renewal notifications. The WMSP also has *Cycles Have Equal Rights* bumper stickers, helmet stickers and semi-trailer stickers. Thousands of stickers have been distributed; some are displayed on the Wisconsin DOT trucks and many on fleet vehicles.
- The Wisconsin Motorcycle Safety Program (WMSP) recently purchased copies of the MSF's *Intersection* DVD and mailed 450 copies to all of the state's public and private driver education programs. The WMSP also plans to use Idaho's sharing the road public service announcements in 2008. Also under consideration is a sign with the *Sharing the Road* message that will be placed at points where drivers re-enter the highway from waysides and rest areas.
- Information on sharing the road with motorcyclists is included in the state's driving manual and in the mandatory curriculum for new drivers.
- Wisconsin provides information on conspicuity programs in their rider training programs and in their *Gear Up* brochure. This brochure covers not only protective gear but also required equipment for motorcycles.

LICENSING

- The minimum age for a motorcycle license/endorsement or motorcycle permit is 16 in Wisconsin.
- A written and skill test is required. A vision test may be required if not administered in the past. A waiver of the skill test is provided to anyone successfully completing the basic rider course.
- In an effort to increase licensure, Wisconsin developed a special brochure and poster aimed at the unlicensed/improperly licensed rider. The brochure provides step-by-step information on how to become licensed, including taking a rider course. These are made available to all DMV Driver Service Centers and rider education providers.
- Various groups work together in Wisconsin to encourage proper licensure.

PERSONAL PROTECTIVE EQUIPMENT

- Riders under 18 and all operators with instruction permits are required to wear helmets.
- In 2006, 69 of the 93 riders killed in crashes weren't wearing helmets.
- Wisconsin has a brochure and two posters that address proper riding gear, including helmets. These are distributed at all rider education courses and DMV Driver-Service Centers and may be ordered from the state's document distribution center.
- NHTSA's *Fake Helmets* training video is available to law enforcement. However, it is not used much because the state does not have a mandatory helmet law.



Wisconsin

IMPAIRED MOTORCYCLING

- Wisconsin funded the first year of the *Green Yellow Red* (GYR) program and continues to administratively support the project. GYR is a motorcycle safety project that works directly with motorcycle dealers and taverns that cater to motorcyclists and provides alternatives to riding impaired. In 2007, the GYR program provided additional motorcycle shelters, an expanded server intervention program and new promotions at taverns and dealerships that cater to motorcyclists.
- Wisconsin added a 50-minute unit on impaired riding to the beginning rider training course that includes two Wisconsin-produced videos. An outline of the segment is available on request.
- Wisconsin encourages private organizations to conduct alcohol and drug free events. In fact, at least two Harley Davidson chapters have alcohol free riding policies.
- Law Enforcement Liaisons have distributed NHTSA's *Motorcyclist Driving While Intoxicated* Detection video and cue cards to most all Wisconsin law enforcement agencies.
- The state funds overtime enforcement efforts at three large annual motorcycle events. These efforts are educational for participants and effective in reducing crashes and impaired riding during the events. In 2001, the base year, at the Tomahawk Fall Color Rally, there were 15 motorcycle crashes that resulted in four fatalities and 20 injuries (six serious). Since Wisconsin started the enforcement programs, there has been an average of five motorcycle crashes with six injuries (two serious) but no fatalities every year.

HIGHWAY ENGINEERING

- The Wisconsin HSO works with the Wisconsin DOT's Division of Highways on motorcycle-related issues. Much of this discussion takes place at the Board of Directors level or with the internal Traffic Safety Committee.

RESOURCES AND FUNDING

- State transportation and federal 402 funds are used to support the rider-training program.
- Wisconsin received a 2010 Motorcyclist Safety Grant. Money was used to purchase new training motorcycles and copies of MSF's *Intersections* DVD.
- Federal 402 funds are also used for public information and education projects.
- \$80,000, \$87,000 and \$110,000 of federal funds were obligated to motorcycle safety in 2004, 2005 and 2006, respectively.