



MOST

Motorcycle Operator Safety Training

Annual Report

Motorcycle Operator Safety Training

State Fiscal Year 2020



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Motorcycle Operator Safety Training

Introduction

The Motorcycle Operator Safety Training (MOST) program was created in 1991 by Colorado Statute (CRS § 43-5-502). It mandates that the Colorado Department of Transportation (CDOT) establish a motorcycle operator safety training program that promotes motorcycle safety awareness and supports courses to develop the knowledge, attitudes, habits, and skills necessary for the safe operation of a motorcycle. The program was transferred to the Colorado State Patrol (CSP) on January 1, 2018. The MOST program includes instruction relating to the effects of alcohol and drugs on the operation of motorcycles and a course to train instructors. CSP sets standards for the certification of courses in the program and contracts with vendors to provide MOST program classes. Active-duty military personnel, students who are licensed Colorado residents, and adults who hold valid driver's licenses are eligible for a motorcycle license in the same state.

In state Fiscal Year (FY) 2020, MOST courses were offered in 18 counties. These counties account for 70% of Colorado's 191,403 registered motorcycles.

One of the objectives of MOST training is to reduce the number of motorcycle fatalities and crashes. CDOT tracks this data. Colorado motorcycle crash fatalities hit a peak in 2016 with 125. The number of motorcyclist fatalities decreased in 2017 to 103 and stayed the same in 2018 and 2019 with 103 fatalities. Forty-eight riders, or 47%, were not wearing helmets.

While the overall number of motorcycle fatalities decreased in 2017 and remained flat in 2018 and 2019, it is still increasingly important to train motorcyclists to ride safely. The following report details how the MOST program is achieving that goal.

During FY 2020, the MOST Vendors, like all economic sectors, took a tremendous hit from COVID-19 (March through June). Stay at home orders closed all MOST Vendors during that period. Safer at home orders limited the number of MOST Vendors that were able to open due to the availability of training sites as training site locations are on both private and governmental properties. This reduced training by 711 students compared to the previous year's training courses. MOST was trending to increase training by 3% before COVID-19.





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Effectiveness of the Motorcycle Operator Safety Training Program

Colorado Revised Statute CRS § 43-5-502 states:
CRS § 43-5-502. Motorcycle operator safety training program - rules.

(1) (a) (I) The office shall establish a motorcycle operator safety training program that promotes motorcycle safety awareness and supports courses to teach students to safely operate a motorcycle and train instructors. To be eligible under the program, a course must include instruction on the effects of alcohol and drugs on the operation of motorcycles.

The office shall set standards for the certification of courses in the program, ensure that program training follows these standards, and ensure that courses are offered safely, consistent with best practices. The office shall contract with MOST vendors for the purposes of providing the program.

The Colorado State Patrol administers the Motorcycle Operator Safety Training Program (MOST) through the Special Operations Unit of the CSP.

Promoting Motorcycle Safety

The program promotes motorcycle safety awareness through CSP's motorcycle safety website: www.co.most.com.

The website has readily accessible information about:

- Motorcycle operator training
- MOST training providers by geographic area
- Riding sober
- Importance of wearing protective gear
- Motorcycle laws and resources for riders
- Motorist tips including information for motorists to increase awareness of motorcycles
- Campaign materials available to partners and stakeholders
- Federal funding for motorcycle safety grants
- MOST Annual Reports
- Calendar of events, including instructor training



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Effectiveness of the Motorcycle Operator Safety Training Program

Courses to Teach Students to Safely Operate a Motorcycle and to Train Instructors

The MOST program supports, establish standards, and approves curricula for Basic Rider Courses (BRC) that instill in the student the knowledge, attitudes, habits, and skills necessary for the safe operation of a motorcycle.

The content and organization of the Basic Rider Course are based upon documented research. They have been shown to be effective in providing safety training in accordance with the Model National Standards for Entry-Level Motorcycle Rider Training, in effect as of August 2011.

CSP maintains a copy of the complete text of certified course materials. Any person or entity may obtain information concerning how the certified material may be examined or copied by contacting the MOST program office.

The MOST program supports, establish standards, and approves curricula for Motorcycle Operator Safety Training instructors. MOST Instructor Training Courses are approved courses that prepare an individual to teach MOST courses.

Approved Basic Rider courses and Instructor courses include information and instruction on the effects of alcohol and drugs on the operation of motorcycles.

CSP has standards for the certification of courses in the program. Certification of courses and quality assurances of the delivery of the program courses are governed by:

Rules Governing the Motorcycle Operator Safety Training Program are located in the Code of Colorado Regulations - 8 CCR 1507-56.

<http://www.sos.state.co.us/CCR>

In SFY 2020, CSP contracted with 18 MOST vendors to provide the training programs.





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Annual Motorcycle Fatalities and Crashes

Motorcycle crash fatality data was obtained from CDOT's Fatality Analysis Reporting System (FARS). FARS contains data on motor vehicle crashes that involve public roadways and which result in the death of an occupant of a vehicle or a non-occupant within 30 days of the crash.

The FARS data presented for 2019 is preliminary and will not be finalized until December 31, 2020.

Additional data about all motorcycle crashes was acquired from The Colorado Department of Revenue. Motorcycle crash data from 2019 is also preliminary and will not be finalized until December 31, 2020.

Motorcyclist Fatalities - 2019

- 103 motorcyclists were killed in motorcycle crashes in 2019, 92 were male, and 11 were female. Ninety-three were motorcycle operators, and ten were motorcycle passengers.
- Motorcyclist fatalities represented 17.3% of Colorado's total traffic fatalities (103 of 596).
- The number of motorcyclist fatalities remained the same in 2017, 2018, and 2019 at 103.
- 71 motorcycle operators involved in fatal crashes were determined to be "at fault" in the crash.
- 43 of the fatal motorcycle crashes involved only the motorcycle and no other vehicle.
- In 2019, 24 motorcycle operators killed in a fatal crash were suspected to be impaired by alcohol and/or drugs.
- 48 motorcycle operators killed were not wearing a helmet.



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Annual Motorcyclist Fatalities

Annual Motorcyclist Fatalities by County, 2015-2019						
County	2015	2016	2017	2018	2019	Total by County
Adams	7	13	13	10	10	53
Alamosa	7	0	0	0	0	7
Arapahoe	0	11	6	9	2	28
Archuleta	1	0	0	0	0	1
Baca	0	0	0	0	0	0
Bent	0	0	0	0	0	0
Boulder	5	4	5	3	4	21
Broomfield	0	2	1	0	1	4
Chaffee	0	1	0	0	4	5
Cheyenne	0	0	0	0	0	0
Clear Creek	2	0	0	0	1	3
Conejos	0	0	0	0	0	0
Costilla	0	0	0	0	0	0
Crowley	0	0	0	0	0	0
Custer	0	0	0	1	0	1
Delta	0	0	0	1	0	1
Denver	14	14	13	7	15	63
Dolores	0	0	0	0	0	0
Douglas	5	10	5	3	3	26
Eagle	0	0	1	0	0	1
El Paso	10	10	8	12	19	59
Elbert	1	1	0	0	0	2
Fremont	1	0	2	1	1	5
Garfield	0	0	5	2	2	9
Gilpin	2	0	0	0	0	2
Grand	1	0	0	1	1	3
Gunnison	4	2	0	5	1	12
Hinsdale	0	0	0	0	0	0
Huerfano	0	0	0	1	0	1
Jackson	0	1	1	0	0	2
Jefferson	14	15	9	12	13	63
Kiowa	0	0	0	0	0	0
Kit Carson	0	0	0	0	0	0
La Plata	1	2	3	0	0	6

Source: Fatality Analysis Reporting System (FARS)



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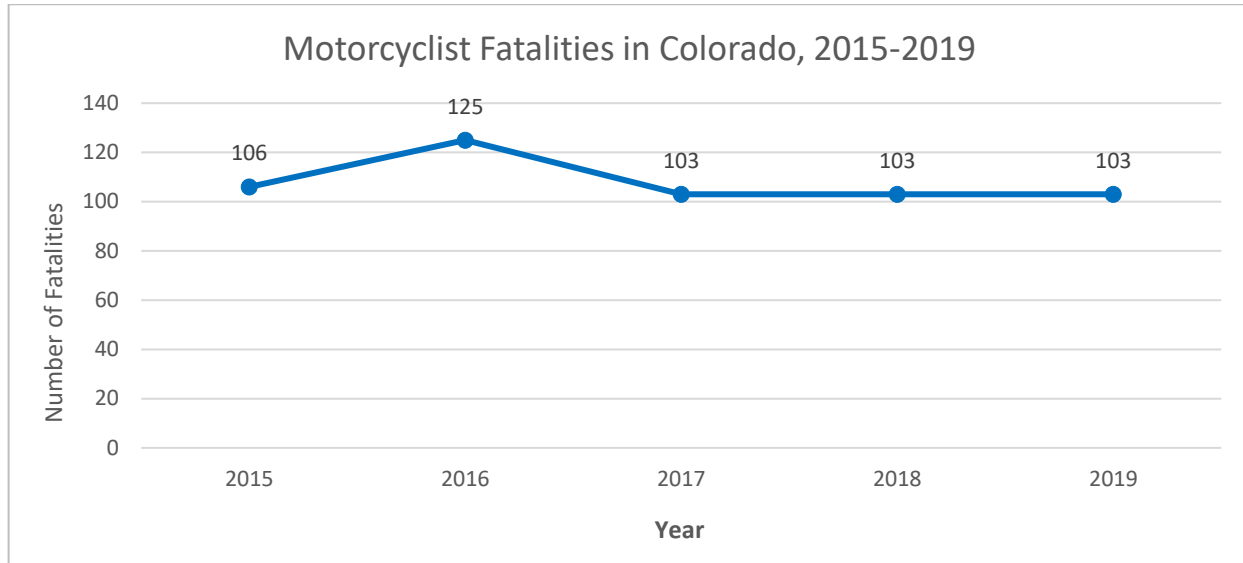
Annual Motorcyclist Fatalities continued

Annual Motorcyclist Fatalities by County, 2015-2019						
County	2015	2016	2017	2018	2019	Total by County
Lake	0	0	1	0	0	1
Larimer	9	11	10	9	8	47
Las Animas	0	2	1	1	0	4
Lincoln	0	0	0	0	0	0
Logan	2	0	0	0	0	2
Mesa	7	3	2	6	2	20
Mineral	0	1	0	0	0	1
Moffat	1	1	0	0	1	3
Montezuma	0	1	0	0	0	1
Montrose	1	0	1	1	0	3
Morgan	0	0	1	0	0	1
Otero	0	0	0	0	0	0
Ouray	0	1	0	0	0	1
Park	0	0	1	1	0	2
Phillips	0	0	0	0	0	0
Pitkin	0	0	0	0	2	2
Prowers	0	0	0	0	0	0
Pueblo	0	6	7	8	4	25
Rio Blanco	0	1	0	0	1	2
Rio Grande	0	1	0	0	1	2
Routt	1	1	0	0	1	3
Saguache	0	1	0	0	0	1
San Juan	0	1	0	1	0	2
San Miguel	0	1	0	0	0	1
Sedgewick	0	0	0	0	0	0
Summit	0	0	1	0	0	1
Teller	1	0	0	1	0	2
Washington	0	0	0	1	0	1
Weld	8	6	9	3	5	31
Yuma	0	0	0	1	0	1
TOTAL	106	125	103	103	103	540

Source: Fatality Analysis Reporting System (FARS)



Annual Motorcyclist Fatalities



Source: Fatality Analysis Reporting System (FARS)

Motorcyclist Fatalities by Age group, 2015-2019					
AGE	2015	2016	2017	2018	2019
< 20	0	6	3	4	4
20 - 29	26	33	23	20	23
30 - 39	14	19	19	22	21
40 - 49	18	18	15	18	21
50 - 59	29	26	20	19	16
60 - 69	14	15	18	15	15
> 70	5	8	5	5	2
TOTAL	106	125	103	103	103

Source: Fatality Analysis Reporting System (FARS)

Motorcyclist fatalities age 40 and over represented 62% in 2015, 54% in 2016, 56% in 2017, 55% in 2018, and 52% in 2019.



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Annual Motorcycle Crashes

- Statewide in 2019, there were approximately 120,000 motor vehicle crashes, and 1,965 (1.6%) of those crashes involved motorcycles. There were 115 MOST students (who passed the course in either fiscal year 2018 or 2019) and were involved in a crash in 2019 after completing their MOST course.
- Of the 1,965 crashes involving a motorcycle, 1,361 crashes resulted in injury, and 96 crashes resulted in a fatality.
- Of the 1,965 motorcycle crashes, 1,269 of the motorcycle operators were at fault in the crash (64.6%). Among the 115 motorcycle operators who were MOST students and had a crash in 2019, 76 were at fault in the crash (66.1%).
- In 2019, there were 154 crashes where alcohol or drugs were suspected among motorcycle operators at fault in a crash. 127 of the motorcycle operators were suspected of alcohol use only, 18 operators were suspected of drug use only, and 9 motorcycle operators were suspected of both alcohol and drug use. **Only eight MOST students were suspected to be impaired by drugs or alcohol at the time of the crash.**
- Among all motorcycle operators involved in a crash, 967 were properly wearing helmets (49.2%). Among the 115 MOST students involved in a crash, 76 were wearing helmets properly (66.1%).





Annual Motorcycle Crashes

The following tables include all motorcycles involved in a crash.

Helmet Use Among Motorcycle Operators in Crashes, 2019				
Helmet Status	All Motorcycle operators (n=1,965)	All Motorcycle operators (percent)	MOST students (n=115)	MOST students (percent)
Helmet Properly used	967	49.2%	76	66.1%
No Helmet	848	43.2%	21	18.3%
Unknown	149	7.6%	18	15.7%
Bicycle Helmet	1	0.01%	0	0.0%
Total	1,965	100.0%	115	100.0%

Source: Traffic accident reports, Colorado Department of Revenue

Top Road Descriptions among Motorcycle Crashes, 2019					
Ranking	Road Description	All Motorcycle operators (n=1,965)	All Motorcycle operators (percent)	MOST students (n=115)	MOST students (percent)
1	Non-intersection	1,022	52.0%	81	70.4%
2	At intersection	595	30.3%	20	17.4%
3	Intersection related	160	8.1%	10	8.7%
4	Driveway access related	114	5.8%	0	0.0%
5	Ramp	42	2.1%	3	2.6%
6	Roundabout	19	1.0%	0	0.0%
7	In Alley	11	0.6%	0	0.0%
8	Parking Lot	2	0.1%	0	0.0%

Source: Traffic accident reports, Colorado Department of Revenue

*Totals will not add to 100% due to only listing the top ten events.



Annual Motorcycle Crashes

Top First Harmful Event – Prevalence in Motorcycle Crashes, 2019					
Ranking	First Harmful Event (FHE)	All Motorcycle operators (n=1,965)	All Motorcycle operators (percent)	MOST students (n=115)	MOST students (percent)
1	Overturning (non-collision)	548	27.9%	22	19.1%
2	Collision with Curb/Median	136	6.9%	10	8.7%
3	Front to Rear Collision	134	6.8%	18	15.7%
4	Other non-collision	90	4.6%	21	18.3%
5	Side to Side Collision-same direction	86	4.4%	9	7.8%
6	Collision with Wild Animal	48	2.4%	1	0.9%
7	Collision with Other Object	41	2.1%	3	2.6%
8	Collision with Parked Vehicle	29	1.5%	0	0.0%
9	Collision with Embankment	27	1.4%	1	0.9%
10	Collision with Guard Rail	26	1.3%	1	0.9%

Source: Traffic accident reports, Colorado Department of Revenue

*Totals will not add to 100% due to only listing the top ten events.



Annual Motorcycle Crashes

The following tables include information on motorcycle operators at fault in the crash.

Top Violations Among At-fault Motorcycle Riders in Crashes, 2019					
Ranking	Violation	All Motorcycle operators (n=1,269)	All Motorcycle operators (percent)	MOST students (n=76)	MOST students (percent)
1	Careless Driving	469	37.0%	26	34.2%
2	Driving Under the Influence of Alcohol	48	3.8%	1	1.3%
3	Reckless Driving	47	3.7%	7	9.2%
4	Following Too Closely	45	3.5%	3	3.9%
5	Improper Driving on Mountain Highway	21	1.7%	4	5.3%
6	Failed to Drive in Designated Lane	12	0.9%	2	2.6%
7	No Insurance in Possession	12	0.9%	0	0.0%
8	Unsafe Lane Change	8	0.6%	1	1.3%
9	Improper Turning Left	8	0.6%	0	0.0%
10	Improper Passing on Right	8	0.6%	0	0.0%

Source: Traffic accident reports, Colorado Department of Revenue

*Totals will not add to 100% due to only listing the top ten violations.



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Annual Motorcycle Crashes

Top Human Contributing Factors of At-Fault Motorcyclists at Time of Crash, 2019					
Ranking	Human Factor	All Motorcycle operators (n=1,269)	All Motorcycle operators (percent)	MOST students (n=76)	MOST students (percent)
1	Driver Inexperience	224	17.7%	17	22.4%
2	Driver Unfamiliar with Area	73	5.8%	2	2.6%
3	Driver Preoccupied	51	4.0%	0	0.0%
4	Evading Law Enforcement Officer	16	1.3%	2	2.6%
5	Illness/Medical	7	0.6%	0	0.0%
6	Driver Fatigue	6	0.5%	0	0.0%
7	Distracted by a passenger, food, objects, etc.	4	0.3%	4	5.3%
8	Driver Emotionally Upset	3	0.2%	0	0.0%
9	Physical Disability	1	0.1%	0	0.0%
10	Other (Described in Narrative)	453	35.7%	20	26.3%

Source: Traffic accident reports, Colorado Department of Revenue

*Totals will not add to 100% due to only listing the top ten factors.



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Annual Motorcycle Crashes

Top Movements of At-Fault Motorcyclists at Time of Crash, 2019					
Ranking	Movement	All Motorcycle operators (n=1,269)	All Motorcycle operators (percent)	MOST students (n=76)	MOST students (percent)
1	Going straight	603	47.5%	40	52.6%
2	Making left turn	89	7.0%	7	9.2%
3	Slowing	69	5.4%	3	3.9%
4	Changing lanes	58	4.6%	8	10.5%
5	Making right turn	56	4.4%	0	0.0%
6	Passing	41	3.2%	0	0.0%
7	Weaving	35	2.8%	0	0.0%
8	Avoiding object in roadway	28	2.2%	3	3.9%
9	Making U-turn	7	0.6%	0	0.0%
10	Entering/Leaving Parked Position	3	0.2%	0	0.0%

Source: Traffic accident reports, Colorado Department of Revenue

*Totals will not add to 100% due to only listing the top ten factors.





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Availability of Training Throughout the State

Colorado Motorcycle Rider Training Courses offered: July 2018-June 2019

Counties where Colorado Motorcycle Operator Safety Training was held

MOST courses are offered year-round; however, peak training times are spring, summer, and fall. Riders may take courses in any county where training is offered.

COUNTY	July 2019	Aug 2019	Sept 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020*	May 2020	June 2020
Adams	X	X	X	X	X	X	X	X	X		X	X
Arapahoe	X	X	X	X	X		X		X		X	X
Broomfield	X	X	X	X	X		X	X	X		X	X
Delta									X		X	X
Douglas	X	X	X	X	X				X		X	X
El Paso	X	X	X	X	X	X	X	X	X	X	X	X
Fremont	X	X	X									X
Garfield	X											X
Jefferson	X	X	X	X	X	X	X	X	X		X	X
La Plata	X	X	X	X	X						X	X
Larimer	X	X	X	X	X	X	X	X	X		X	X
Logan	X			X								X
Mesa									X		X	X
Moffatt		X										X
Morgan		X	X						X			X
Pueblo	X			X								X
Summit	X	X										
Weld	X	X	X	X	X	X	X	X	X		X	X

*No training took place between March 26, 2020, through April 26, 2020, due to Stay-at-Home Orders.

Source: Colorado Motorcycle Operator Safety Training Program



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Availability of Training Throughout the State continued

Availability of Training Throughout the State By Registration

In SFY 2020, MOST courses were offered in 16 counties. These counties account for 70.3% of Colorado’s registered motorcycles. Data from the Colorado Department of Revenue shows a total of 191,403 motorcycles registered in 2019 (most current data available.)

Motorcycle Registration Calendar Year 2019	Total 191,403	Percentage 100%
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	COLORADO COUNTIES where training is provided	County Motorcycle Registrations	Percentage of State Registration
1	Adams	15,351	8.0%
2	Arapahoe	14,999	7.8%
3	Broomfield	2,025	1.1%
4	Delta	1,505	0.7%
5	Douglas	10,850	5.7%
6	El Paso	23,453	12.3%
7	Freemont	2,693	1.4%
8	Garfield	2,361	1.2%
9	Jefferson	22,740	11.9%
10	La Plata	2,859	1.5%
11	Larimer	14,130	7.4%
12	Logan	862	0.5%
13	Mesa	6,379	3.3%
14	Moffat	531	0.3%
15	Morgan	1,062	0.6%
16	Pueblo	5,815	3.0%
17	Summit	1,616	0.8%
18	Weld	12,421	6.5%
	Total	143,073	74.88%

Source: Colorado Department of Revenue

Scope of MOST Training

Eighteen MOST vendors served 18 counties throughout Colorado and utilized approximately 120 MOST Instructor Trainers throughout the year.



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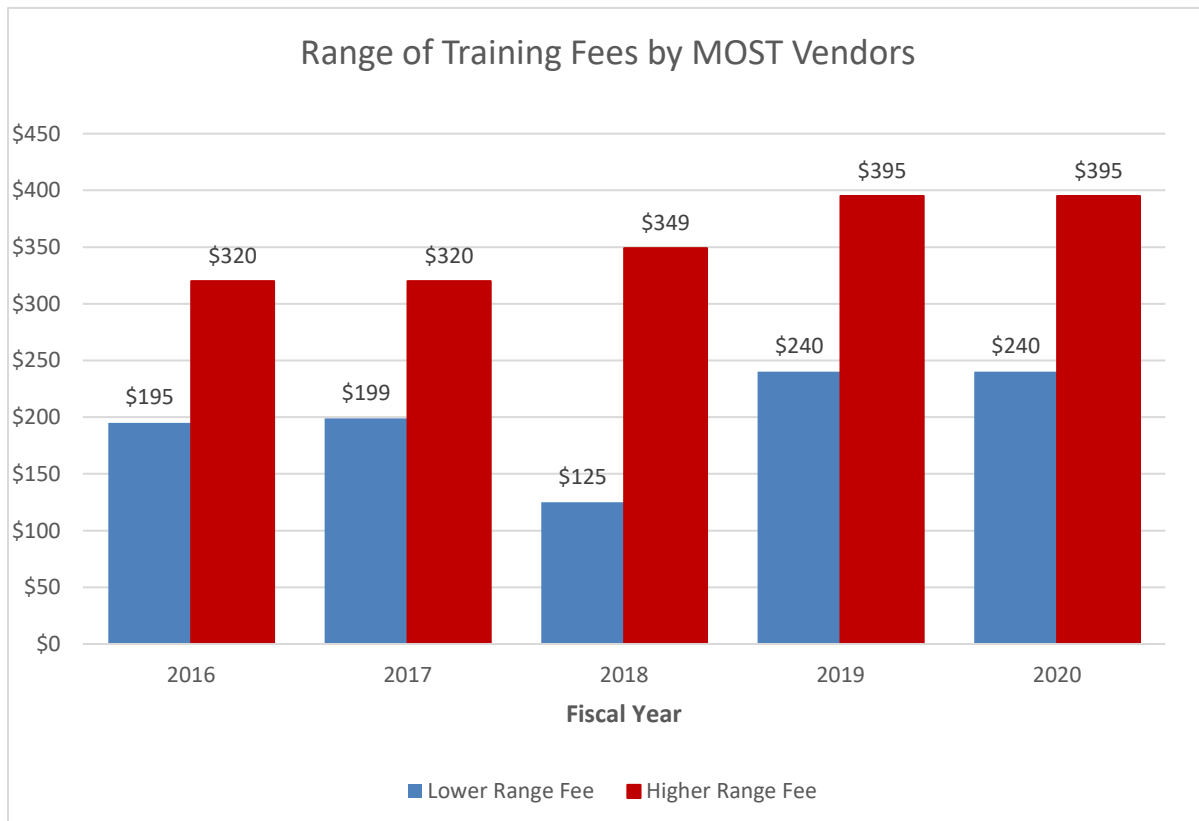
Historic and Current Training Costs

Motorcycle Operator Safety Training

MOST vendors charge a competitive fee for their services and may change these rates at any point throughout the training season.

The fee ranges below are the historical training costs by State Fiscal Year, which were reported directly from vendors' websites. These amounts are what the student paid for a beginning rider course. The cost ranges listed below do not reflect any additional discounts offered by the vendor.

- FY2016 - fees ranged from \$195 to \$320
- FY2017 - fees ranged from \$199 to \$320
- FY2018 - fees ranged from \$125 to \$349
- FY2019 - fees ranged from \$240 to \$395
- FY2020 - fees ranged from \$240 to \$395





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Contractor's Report



The Colorado State Patrol Motorcycle Operator Safety Training (MOST) Project Manager (PM) was hired in August 2016 to execute the contract between the MOST program and the Motorcycle Safety Foundation (MSF). This contract was implemented as a result of a state audit in 2011 of the MOST program, along with an assessment by the National Highway Traffic Safety Administration in 2014. The PM began official operations on Monday, August 29, 2016. MSF replaced the original PM (Michael Davis) due to family medical issues. Kyle McCarty was hired in December 2019.

The scope of the PM role includes, but is not limited to,

- coordinating quality assurance activities including ongoing inspections of all training facilities and personnel
- provide support to:
 - MOST Vendors and instructors
 - training and development activities.

The PM role is supplemented by national support staff providing material and technology resources to MOST Vendors, Instructors, and Stakeholders.

Throughout FY20, the PM supported and facilitated the following:

QUALITY ASSURANCE

Per MOST Rules, every MOST Vendor will be provided a QA Review within the fiscal year.

QA is typically split between visits in July-October and April-June due to weather challenges and scheduling availability.

Expectantly, due to COVID-19, there were challenges with scheduling and safely running classes, and thus conducting QAs. Many of the MOST Vendors were shut down due to COVID-19 during March, April, May, and some still into June. One Vendor was not able to open again within FY20.

Unfortunately, due to state, county, and/or agency travel bans/restrictions, along with shut down Vendors, scheduling challenges, and staffing health-concerns, the PM QA Team was only able to perform a total of 35 QAs within FY2020. All were reported within R.E.S., and issues/opportunities were addressed.

A prioritized visitation schedule was implemented to reinitiate QA in June 2020 and further into FY2021.

The PM was actively engaged in recruiting, training, and developing, and organizing the QA Plan for 2020 and 2021. This included a Quality Assurance Specialist - Certification Course (QAS CC) via MSF National Staff. Dr. Ochs and Alan Wood were brought in to host the two-day national certification event.

Post QAS CC, Mentor QA training sessions were scheduled and completed. (COVID-19 was and still is- a challenge.)

A formalized QA Report and Follow-Up Letter have been standardized to track Vendor / Site / Date / Notes *, including any follow-up issues for compliance or safety concerns. Implemented in June 2020, these are already proving useful to align Vendors with safety concerns, curricula standards, and providing documented results.



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For the future, FY21, MOST QA is scheduling and staffing for 60-80 site visits to be conducted. This will ensure compliance with standards as well as providing opportunities for growth and development for Instructors and Vendors. For the future, MOST QA is evolving to employ “visits” along with PDWs (Professional Development Workshops) based upon common QA issues, as well as co-teaching with Vendor Instructors/Rider Coaches.

TRAINING AND PROFESSIONAL DEVELOPMENT

Date	Course	Location	Starts	Complete
Jul-19	MSF 2 Wheel	Thunder MT	11	10
Oct-19	TCTI	Iron Buffalo	6	4
May-20	MSF 2 Wheel	Thunder MT	12	11
Jun-20	TCTI	Iron Buffalo	6	3
Jun-20	MSF 3 Wheel	MTA	11	11
Jun-20	BB/UBB CC	Clutch	10	10

Forty-six well-prepared candidates attended at no cost to the vendor nor the attendees. The training produced 39 well-trained graduates that are employed throughout Colorado. This provided MOST Vendors to offer additional MOST sponsored motorcycle riding safety courses.

Different, unique, and supportive PDWs are being researched and planned for FY21 based upon Instructor and Vendor requests, such as:

QA Co-Teaching	*With on-site Instructors to highlight best practices and Q&A dialogues
Communication to/with Students	*Give The Gift - Treat others as you...
Curricula Underpinnings	*Why’s, How’s, and What’s
Training Bike Maintenance	*What do we all need to know on-range?
OSHA Site Compliance	*Risk Management and Legal Compliance
On-Site Risk Management	*Range / Classroom and typical risks/hazards
Range Drills	*Trail Braking

PROGRAM PROMOTION

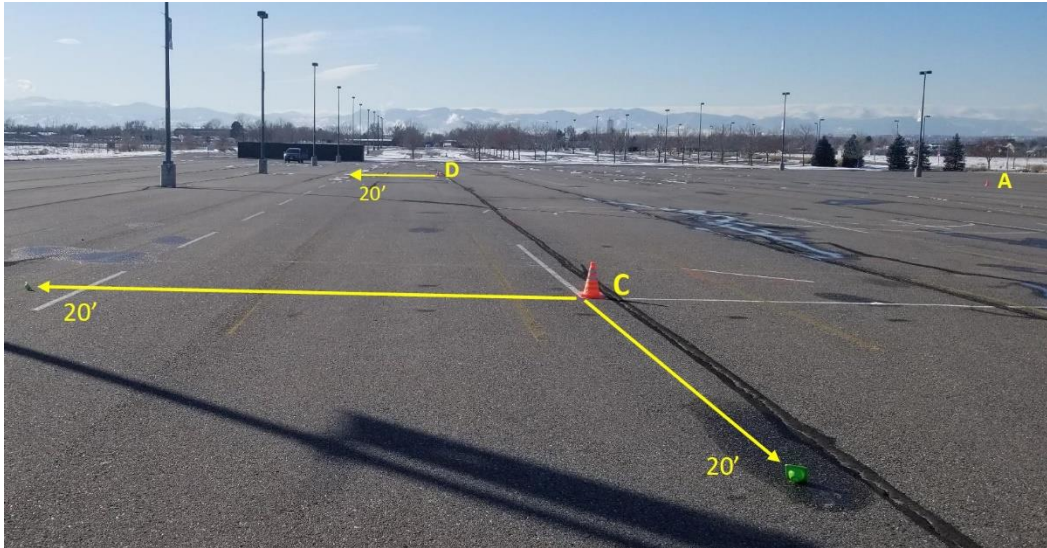
MSF continues to assist MOST in executing events, shows, expositions, and outreach events. This includes:

- Transportation of the MOST outreach trailer to increase awareness of available training courses
 - KBPI Rock and Roll Car Show
 - It has proposed a RODEO, aka Skills Challenge marketing effort for MOST to host around Colorado. This has proven effective in attracting “ghost riders” who haven’t/won’t take a Safety Course. Many will engage in a rodeo!
 - Proposed and produced a MOST Flyer to highlight BECOME AN INSTRUCTOR for MOST Vendor use.
 - Proposed a Can-AM purchase for program promotion and marketing, wrapped with CSP/MOST vivid graphics.
- * Other outreach and promotion events will be scheduled.



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ADDITIONAL SUPPORT OF TRAINING AND TESTING INCLUDING:

- Technical guidance to stakeholders via calls, texts, and emails
- Editorial and content development to update MOST promotional and policy documents
- Executing support in any role requested by CSP, CSP MOST, MSF:
i.e., including paint support of vendor ranges, resolving curricula, logistical, and/or QA opportunities
- Coordination with MSF staff to provide ongoing support to vendors via technical assistance and supply resources
- Coordination with CO DOR staff to assist in training and development of third-party motorcycle testing resources
- Provide preliminary exploration and analysis on-site support for the establishment of new MOST sites
- Perform visits to local and regional motorcycle retailers to promote improved program support and collaboration among all MOST stakeholders.
- And other projects, assignments, and duties as requested



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Motorcycle Operator Safety Training

SFY 2020 MOST Program Budget

Revenue (endorsements and registrations)		
Beginning Balance		\$1,343,873.30
Revenue (endorsements and registrations)		\$993,669.51
15% allowed for Administration	\$149,050.43	
Total Budget		\$2,337,542.81
EXPENSES		
5.1.1 Administrative Expenses***		
Payroll	\$68,748.00	
Payroll Expenditures	\$28,047.24	
Operating/Travel	\$16,728.67	
Total Administrative	\$113,523.91	
5.1.2 Contract Expenses***		
Public relations/Promotions	\$203,375.28	
Public relations/Promotions (FY19 carryover)*	\$51,800.00	
Program Evaluation	\$1,892.40	
Professional Development Workshops	\$972.69	
MSF Contract	\$420,000.00	
MSF Contract (FY19 carryover)**	\$58,170.00	
Total Contract Expenses	\$736,210.37	
5.2 Vendor Reimbursements***		
Training/Travel	\$18,977.84	
Total Expenditures***		\$868,712.12
CARRY FORWARD for SFY 2021		\$1,468,830.69

* Encumbrance invoices from iheart of \$51,800 were being mailed to an unknown address in Denver. Correction performed after FY 2019 records were closed. One time add in FY20.

**The final corrected MSF invoice was presented to MOST after the FY19 was closed. One time add in FY20.

*** FY20 expenses were reduced due to COVID-19.



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Additional Performance Measures

MOST Rules

All MOST vendors are subject to MOST Rules and Regulations, as defined in 8 CCR 1507-56. MOST Rules can be found at the following link: <http://www.sos.state.co.us/CCR>

FY 2020 MOST Program Funding

The MOST program is funded by a \$2 surcharge for motorcycle endorsements on a driver's license or provisional driver's license, and a \$4 surcharge on a motorcycle registration.

Revenue collected from the above surcharges are credited to the MOST fund. For the fiscal year 2020, that amount was \$993,669.51.

CSP is permitted to retain up to 15% of annual MOST revenues for administrative purposes. The remainder is utilized by the program to promote safety and motorcycle awareness. Monies in the MOST fund are continuously appropriated, and unspent monies remain in the fund for use in a future fiscal year.

The MOST program office utilizes funds allocated to implement and administer the MOST program per state fiscal rules.

By Rule, allowable expenses fall into three categories: Administrative, Contract Expenses, and Vendor Reimbursements.

Allowable Expenses as Defined in 8 CCR 1507-56 Include:

5. MOST Program Expenditures.

5.1. The MOST Program Office will make use of funds allocated pursuant to §43-5-504, CRS, to implement the Colorado MOST Program in compliance with the state fiscal rules.

5.1.1. MOST Program Administrative Expenses. The MOST Program Office will spend no more than the amount specified by CRS § 43-5-503 (1) (e), CRS, towards administrative costs. Within the statutorily specified amount, the MOST Program Office may use available MOST Program Funds for reasonable and necessary administrative expenses, as defined within these rules.

5.1.2. MOST Program Contract Expenses. Contract expenses differ from MOST Program Administrative Expenses and are as defined within these rules. The MOST Program Office may use MOST Program Funds for reasonable and necessary contract expenses, to include:

5.1.2.1 Expenses incurred to promote the MOST Program, including public relations expenses, banners, advertising, and MOST Program promotional materials, as ordered by CSP staff; and



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5.1.2.2. Those expenses related to MOST Program evaluation, meetings involving external stakeholders, interested parties, and partners, and those related to MOST Program awareness.

5.2. MOST Program Vendor Reimbursements. MOST Program Vendor reimbursements include expenses directly related to a contract or purchase order issued to a MOST Program Vendor or third party for the purchase of goods and/or services or approved MOST Program-related travel expenses for Mobile Training conducted at Temporary Training Sites by MOST Vendors.

As of June 30, 2014, the MOST Tuition Reimbursement Subsidy program was discontinued after an internal and external assessment and analysis of the best use of funds per the Highway Safety Office (HSO) staff. HSO staff began to utilize the MOST funds as a contractual expense beginning in FY 2014-15 to assist and improve the day-to-day operations, duties, and responsibilities of the program. The HSO put out a request for proposal (RFP) for this project. During the course of the RFP, there were several legal challenges to the procurement process, which delayed the awarding of the contract. No MOST funds were expended on any student Tuition Reimbursement Subsidy for FY 2016-17. All legal challenges were resolved for FY 2017, and MOST funds are now being spent monthly on its MSF contractor.

In FY2020, the CSP renewed the contract between the state and MSF, subject to renewal on an annual basis. The CSP permanently discontinued the tuition reimbursement subsidy after input from stakeholders, review of external analysis, and internal analysis.

MOST Administrative Expenses

The MOST Program Office may use MOST program funds for reasonable and necessary administrative expenses. The program shall not expend more than 15% of the total cost of the program for administrative costs.

The 15% MOST administrative fee is calculated using the total collected registration and endorsement fees for the Fiscal Year before any carry forward is added to the State Fiscal Budget (SFY) budget.

Administrative costs for the program are outlined in the MOST Rules and Regulations.

“The administrative costs directly related to the MOST program, including personal services costs, operating costs, capital equipment costs and travel costs under applicable state law and fiscal rules, but in no event shall the office expend more than fifteen percent of the total cost of the program for administrative costs.”



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Contract Expenses/Public Awareness

Statute mandates that the MOST program promotes motorcycle safety awareness. In SFY 2019, the Colorado State Patrol utilized MOST funds to promote motorcycle skills training through the **Training is Everything** campaign. Based on a review of the previous campaign, MOST decided to come out with a straightforward message directing people to sign up for a Motorcycle safety course. The advertising campaign focused its efforts on promoting a safety message that follows lifelong learner principles. This allowed the MOST program to have a consistent presence in the market starting in Spring 2020 with a huge presence during the riding season, which then continued until the official riding season has concluded.

Sunset Review

The MOST program completed and passed its Sunset Review. The next sunset review will be in 2025. Two legislative changes were proposed and adopted:

1. CRS § 43-5-503. MOST instructor requirements and training. To be eligible, each applicant for an instructor certificate must: (a) Be at least twenty-one years of age; and (b) Hold a valid driver's license. Needing to be a CO resident was struck; thereby allowing out of state residents, who are trained coaches to become a MOST Instructor.
2. CRS § 43-5-505. Advisory board. (IV) TWO MEMBERS WHO REPRESENT instructor-training specialists. One member who represents motorcycle-training providers not affiliated with the program was struck.

Vendor Engagement

MOST had the 1st annual MOST Vendor Conference on February 26, 2020. Fourteen of the 18 MOST vendors were able to attend the meeting. The meeting agenda included:

- Risk Management
- Employment Law
- Motorcycle Maintenance software presentation
- Group team-building activities
- Roll out of the new PnP

MOST Students Trained by Gender

- 1,949 Females Trained
- 5,471 Males Trained



Additional Performance Measures

Safety Training Campaigns

The campaign tactics included:

- iHeart radio ads using well know personalities
 - 103.5 The Fox in Denver (Rick Lewis and Kathy Lee)
 - 850 KOA in Denver (Rick Lewis)
 - 106.7 The Bull in Denver (Denise Plante)
 - 96.1 The Beat in CO Springs
- Bonneville radio ads
 - 104.3 The Fan in Denver
 - 104.3 Streaming
 - 98.5 KYGO in Denver
 - 98.5 KYGO Streaming
 - ESPN 1600 in Denver
- Cumulus Radio
 - 95.1 Country in Colorado Springs
 - Cumulus Streaming Radio
- iHeart Digital Radio
- iHeart Over the Top TV
- Email Blast to over 100,000 motorcycle enthusiasts with retargeting of those who opened the emails, roughly 60%
- Behavioral GeoFencing
- Digital GeoFencing
- Post content on MOST Facebook and Twitter twice per day
- Post content on MOST Instagram account three times per week
- Digital Billboard along I25
- Mobile Billboard
 - 12 times at various high profile events within the Denver region
- Brochures
- Online video
- Event presence (KPBI Rock n Roll Car Show and Thunder in the Rockies)

CSP's campaigns are designed to make motorcyclists aware of Basic Riding Course, both 1 and 2-day courses, as well as the 3 wheel courses. Four primary points of the messaging:


1. Get Training: Lack of training is a factor in Colorado's fatal motorcycle crashes. Motorcycle riders were found to be at fault in 7 out of 10 fatal crashes.
2. Items supplied at the course: Motorcycle and helmet are provided at each BRC; therefore, it allows those who do not have a motorcycle the knowledge that they can take a course before purchasing one.
3. Motorcycle License is required: It is not legal to ride without an "M" on your license.
4. Both 1 and 2-day courses and 3 wheel courses are available for a wide range of riders.



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Safety Training Campaigns



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**Motorcycle Enthusiast
Top Driver Actions
among at-Fault
Motorcycle Riders in
Crashes, 2018**

- Careless Driving 31.7%
- Exceeded Speed Limit 10.7%

**Ride Skilled,
Ride Legal,
Training is
Everything**



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EARN YOUR M
MOTORCYCLE SKILLS COURSE

EARN YOUR MOTORCYCLE ENDORSED LICENSE

1 & 2 DAY COURSES STATE WIDE | EQUIPMENT PROVIDED COMOST.COM



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WWW.COMOST.COM



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Safety Training Campaigns continued



CSP MOST

Published by Social Connector [?] · 4d · 🌐

Wear the right gloves! It's important when you think about what elements affect your reactions in an emergency situation. What are your go-to gloves for Summer riding? #motorcyclesafety



CSP MOST

Published by Social Connector [?] · 5d · 🌐

When Texas and Arkansas repealed their helmet laws, they saw a 31- and 21-percent increase in motorcycle fatalities, respectively. It is not required that you wear a helmet in CO if you are over the age of 18, but helmets do save lives. Do you wear yours?



CSP MOST

Published by Social Connector [?] · July 28 · 🌐

Research shows most of the cycling fatalities are attributed to head injuries. We urge you to wear a helmet when you are riding! #motorcyclesafety



CSP MOST

Published by Social Connector [?] · July 31 · 🌐

You can't avoid all dangerous situations on the road, but you can take the steps to have a safe motorcycle experience. It starts by taking a #MotorcycleSafety course. <https://qoo.ly/37eme5>



419
People Reached

30
Engagements

Boost Post



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Safety Training Campaigns continued





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Additional Performance Measures

FY 2015-2020 Students Trained by MOST Program Vendors						
VENDOR	2015	2016	2017	2018	2019	2020*
1st Skills Driving & Riding School ²	0	0	0	0	0	22
ABATE of Colorado	2,029	1,471	1,142	1,257	1,214	864
ASH Motorsports LLC (Harley- Durango)	0	0	0	12	183	183
Black Bag	241	246	205	199	215	185
Bluecreek Motorcycle Training ¹	386	375	65	0	0	0
Clutch Motorcycle School ²	0	0	0	0	0	140
Colorado Motorcycle Academy ²	0	0	18	210	282	375
Full Throttle ³	2,404	1,627	997	996	636	0
G Force	633	171	286	470	547	489
Harley Davidson- Avalanche ²	0	0	0	0	0	87
Harley Davidson— Grand Junction	0	0	0	0	125	190
Harley Davidson—Greeley	0	0	0	77	125	163
Harley Davidson—Mile High	0	0	0	143	297	131
Harley Davidson—Rocky Mountain	0	0	0	76	139	46
Harley Davidson—Thunder Mountain	0	0	0	269	308	363
Iron Buffalo	637	525	815	0	538	658
Mighty Quinn Motorcycle Training ⁴	0	0	0	826	227	0
Motorcycle Rider Training Center	676	636	688	661	634	417
Motorcycle Training Academy	1,723	1,649	1,912	1,923	1,987	2,424
Ricky Orlando Motorcycle School	126	131	143	177	173	232
Sleeping Giant Motorsports ⁵	21	3	4	5	10	0
T3RG	594	510	588	539	491	451
Total Control Training, Inc.	0	0	0	3	0	0
Two Old Guys ^{5,6}	139	118	42	38	0	0
TOTALS	9,609	7,462	6,905	7,881	8,131	7,420

The number of students trained is based on student roster numbers submitted as of June 30, 2020.

* All Vendors affected by COVID-19 and Stay at Home and Safer at Home Orders March 26 to April 26, 2020, and April 27 to July 1, 2020 (respectively)

¹ The vendor lost the use of range and subsequently closed.

² New Vendor as of FY 2020.

³ The vendor was inactivated by MSF May 2019.

⁴ Vendor Acquired by Iron Buffalo

⁵ Seasonal training only.

⁶ One partner deceased during the training year. School closed until spring 2017.



Additional Performance Measures

Motorcycle Registrations by County*

County	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Adams	15,435	15,985	16,091	15,710	15,351
Alamosa	513	532	567	568	558
Arapahoe	16,242	15,921	15,834	15,519	14,999
Archuleta	678	704	744	769	789
Baca	130	126	133	142	153
Bent	110	125	127	113	122
Boulder	10,718	10,619	10,671	10,358	10,147
Broomfield	2,040	2,106	2,103	2,081	2,025
Chaffee	1,255	1,270	1,352	1,393	1,422
Cheyenne	81	84	92	98	77
Clear Creek	693	709	739	741	696
Conejos	332	338	351	363	338
Costilla	172	193	203	199	181
Crowley	111	114	122	121	123
Custer	324	316	339	351	336
Delta	1,345	1,374	1,422	1,475	1,505
Denver	13,398	13,651	13,949	13,503	12,870
Dolores	112	120	123	120	110
Douglas	10,634	10,668	10,779	10,812	10,850
Eagle	2,237	2,366	2,447	2,392	2,323
El Paso	24,059	23,647	23,795	23,610	23,453
Elbert	1,462	1,598	1,617	1,603	1,635
Fremont	2,525	2,563	2,634	2,687	2,693
Garfield	2,398	2,409	2,430	2,446	2,361
Gilpin	522	554	578	559	558
Grand	793	851	908	956	935
Gunnison	947	937	976	986	1,025
Hinsdale	77	97	107	97	88
Huerfano	269	300	311	342	349
Jackson	76	66	78	76	77
Jefferson	23,755	23,669	23,726	23,389	22,740
Kiowa	50	43	53	52	54



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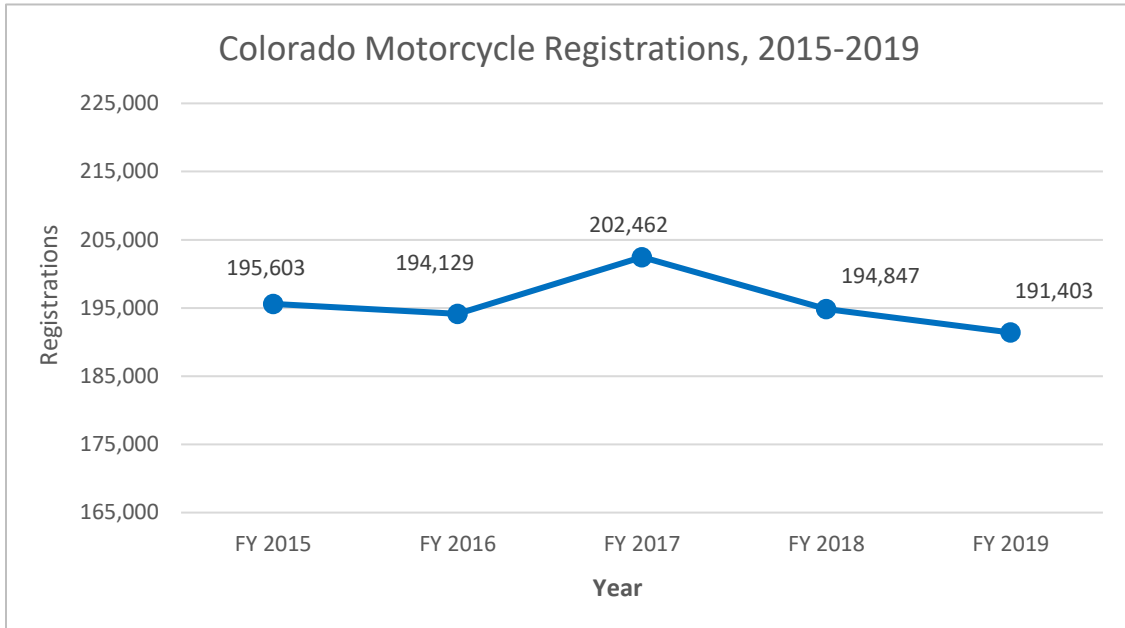
Motorcycle Operator Safety Training

County	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Kit Carson	358	349	355	329	285
La Plata	304	320	342	341	322
Lake	2,998	2,919	3,015	2,982	2,859
Larimer	14,093	14,373	14,633	14,495	14,130
Las Animas	640	630	615	617	617
Lincoln	189	192	208	229	225
Logan	952	891	923	886	862
Mesa	6,216	6,102	6,184	6,245	6,379
Mineral	73	76	73	76	70
Moffat	564	555	570	559	531
Montezuma	1,048	1,032	1,088	1,062	1,050
Montrose	1,605	1,574	1,635	1,717	1,744
Morgan	1,123	1,118	1,089	1,122	1,062
Otero	747	719	723	721	664
Ouray	402	421	444	454	470
Park	1,473	1,503	1,518	1,525	1,476
Phillips	237	234	231	227	232
Pitkin	1,327	1,363	1,351	1,276	1,269
Prowers	396	427	416	419	398
Pueblo	5,907	5,888	5,982	5,910	5,815
Rio Blanco	240	244	234	234	240
Rio Grande	497	494	484	468	475
Routt	1,351	1,440	1,459	1,443	1,424
Saguache	287	269	281	289	291
San Juan	82	86	87	80	69
San Miguel	612	613	614	614	615
Sedgwick	110	113	117	109	111
Summit	1,423	1,505	1,563	1,555	1,616
Teller	1,674	1,648	1,688	1,740	1,769
Washington	217	228	241	259	260
Weld	11,598	11,938	12,313	12,410	12,421
Yuma	481	478	490	463	461
State Issued	2,886	332	6,095	360	248
TOTAL	195,603	194,129	202,462	194,847	191,403

*At the time of publication, the number of motorcycle registrations for the FY 2019 was the most current information available. Information came from the Colorado Department of Revenue Annual Report 2019, available at <https://www.colorado.gov/pacific/revenue/annual-report>



Additional Performance Measures



Source: Department of Revenue 2019 Annual Report





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Motorcycle Operator Safety Advisory Board

Colorado Revised Statute 43-5-505 recreated and reenacted the Motorcycle Operator Safety Advisory Board.

The Motorcycle Operator Safety Advisory Board consists of:

- The Director of the Department of Transportation or Designee, Kimberly Ferber, Highway Safety Manager
- The Executive Director of the Department of Revenue or Designee, Carol Olds, Driver Testing and Education Manager
- The Chief of the Colorado State Patrol or Designee, Captain Lawrence Hilton
- Nine members appointed by the Chief of the Colorado State Patrol:
 - Two members who represent MOST vendors
 - Shaundell Ross, Colorado MC Academy
 - Christie Moss, Motorcycle Training Academy
 - One member who represents retail motorcycle dealers
 - Kevin Mayer, Mayers Motorcycles, OHV's and Scooters
 - One member who represents third-party testers
 - Ricky Orlando, Ricky Orlando MC School
 - One member who represents instructor training specialists
 - Marc Gatto
 - One member who represents the motorcycle riding community
 - Kent Sundgren, MTA
 - One member who represents motorcycle training providers not affiliated with the program (This will be dropped in FY21)
 - Deb Eyre, Harley Davidson
 - One member who represents law enforcement agencies
 - Jeromy Rohling, Lakewood Police Department
 - One member who represents motorcycle insurance providers
 - Mark Glucksman, Farmer's Insurance

The Motorcycle Operator, Safety Advisory Board meetings were held quarterly on the following dates: September 19, 2019; November 20, 2019; and February 19, 2020. Second-quarter 2020 was canceled due to COVID-19 and stay at home orders.

The Motorcycle Operators Safety Advisory Board shall:

- Recommend training methods to increase safety and reduce motorcycle crashes and injuries
- Recommend training methods to increase program effectiveness
- Recommend improvements to the program and training
- Make recommendations on expenditures of fund monies



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Motorcycle Operator Safety Advisory Board

The Motorcycle Safety Advisory Board developed the following mission and vision for the program:

Motorcycle Operator Safety Training (MOST) Mission

Colorado strives to provide a safe motorcycling environment because MOST supports motorcycle training and lifelong learning, along with motorcycle safety awareness to achieve reductions in motorcycle crashes and related injuries and fatalities.

Motorcycle Operator Safety Training (MOST) Vision

Provide guidance and oversight to ensure all MOST students receive consistent, high-quality motorcycle rider instruction and are taught by well-trained, ethical instructors in an atmosphere that promotes student success and endorses lifelong learning, personal growth, and responsible riding, as well as promoting motorcycle safety and awareness.





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Contact Information



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