

and 2001, overall highway fatalities would have experienced a marked reduction of about 2.5 percent over this same time period.

The motorcycle community is experiencing astounding growth. New unit sales of on-highway motorcycles have increased approximately 91 percent since 1997. The Motorcycle Industry Council (MIC) estimates that 471,000 new on-highway motorcycles were sold in the United States in 2000 alone compared to 379,000 in 1999. In 2001, motorcycles represented 2.2 percent of all registered vehicles in the United States and accounted for 0.34 percent of vehicle miles traveled, but crashes involving motorcycles accounted for 7.6 percent of total traffic fatalities on America's roadways. MIC expects motorcycle sales to continue to increase over the next 5 to 7 years—meaning more motorcycles on our Nation's roadways.

Exposure, measured in terms of vehicle miles of travel (VMT) in 2001, shows that motorcyclists were about 26 times as likely to die in a crash than someone riding in a passenger car, and are 5 times as likely to be injured. This is a steep increase from 1997, when motorcyclists were 14 times as likely to die in a crash than someone riding in a passenger car. Per registered vehicle, the fatality rate for motorcyclists in 2001 was 4.1 times the fatality rate for passenger car occupants. The injury rate for passenger car occupants per registered vehicle was 1.2 times the injury rate for motorcyclists.

Like operators of other vehicles, motorcycle operator impairment, mainly from the use of alcohol, is a serious problem. In 2001, motorcycle operators in fatal crashes had higher intoxication rates than any other type of driver. Twenty-nine percent of fatally injured motorcycle operators were intoxicated at 0.08 g/dl or greater blood alcohol concentration (BAC), and another 7 percent were reported to be at BAC 0.01 to 0.07 g/dl. In single vehicle motorcycle crashes, 41 percent of the fatally injured motorcyclists were intoxicated with a BAC \geq 0.08 g/dl.

The risk entailed in drinking and then riding is exacerbated by other risk-taking behaviors, such as riding without the proper protective gear, including protective clothing and a motorcycle helmet. Data indicate that in 2001, only 40 percent of intoxicated motorcycle operators killed wore helmets, compared with 60 percent for those who were sober. The intoxication rate was highest for fatally injured operators between 40 to 44 years old (42 percent), followed by ages 35 to 39 (40 percent) and ages 30 to 34 (35 percent). More

than 5 percent of motorcycle operators in fatal crashes in 2001 had at least one prior conviction for driving while intoxicated on their driver records, compared to fewer than 4 percent of passenger vehicle drivers.

The National Agenda for Motorcycle Safety reflects the thoughts and visions of the participants who developed recommendations that address motorcycle safety on a variety of fronts. The publication is used as a stepping-stone in the process of changing the motorcycling environment as it relates to motorcycle safety.

The approaches outlined in the Drinking, Riding and Prevention: A Focus Group Study are considered, by the participants, to be those that will have the most impact on changing the behavior and attitude of motorcyclists regarding impaired riding. The recommended approaches are: (1) Peer to peer activities—the strong social fabric of motorcyclists and ongoing informal peer-based activities to reduce drinking riding suggests building upon this foundation to effectively reduce impaired riding. The goal is to encourage peers to promote personal responsibility safe drinking and riding practices (through drinking and riding awareness); (2) intervention techniques—many of the riders participating in the focus groups discussed the need for awareness training for servers and event staff for intervention with intoxicated riders. The riders stressed the importance of server expertise in responsible alcohol service and intervention strategies; (3) social norms models—social norms models may be effective because many riders report that their groups already discourage drinking and riding and that new and independent riders may harbor misconceptions of rider views toward drinking and riding. These models may serve to reinforce ongoing and future peer-based interventions; and (4) motorcycle impoundment—riders participating the focus groups suggested that impounding motorcycles might be an effective countermeasure to drinking and riding. Since motorcyclists prize their motorcycles, the possibility of losing motorcycles through impoundment for violating impaired driving laws could possibly deter irresponsible drinking.

The challenge is to determine which approaches are most effective and have the most impact on reducing the incidence of impaired riding. To help facilitate this evaluation process, NHTSA proposes to support four (4) cooperative agreement programs aimed at implementing one or more of the approaches outlined in the National

Agenda for Motorcycle Safety and Drinking, Riding, and Prevention: A Focus Group Study.

Copies of the National Agenda for Motorcycle Safety and Drinking, Riding, and Prevention: A Focus Group Study are available on the NHTSA Web site at <http://www.nhtsa.dot.gov/people/injury/pedbimot/motorcycle/index.html>.

Purpose

The purpose of this cooperative agreement program is to support implementation of the approaches recommended in Drinking, Riding, and Prevention: A Focus Group Study. Approximately four projects will be supported. Applications based upon the recommendations of the National Agenda will be considered if they support the approaches discussed in Drinking, Riding, and Prevention: A Focus Group Study. Each cooperative agreement recipient will be expected to implement and evaluate an approach to determine the effectiveness of reducing the incidence of impaired riding. Project length will vary depending on the scope of the proposed effort. However, projects will be considered for a minimum of two years and a maximum of three years. Upon completion, the programs may be implemented in other areas for a more thorough evaluation.

Objective

The objective of this cooperative agreement is to provide funds for implementing and evaluating one or more of the approaches outlined in Drinking, Riding, and Prevention: A Focus Group Study to determine the effectiveness in reducing impaired riding. Applications may address any one or more of the approaches. Applications based upon the recommendations of the National Agenda will be considered if they support the approaches discussed in Drinking, Riding, and Prevention: A Focus Group Study. Examples of possible projects include activities or program that:

1. Enhance peer-to-peer activities relating to personal responsibility.
2. Enhance social norms within groups to discourage drinking and riding.
3. Focus on training servers and event staff in intervention with impaired riders.
4. Effectively separate impaired riders from their motorcycle, while providing appropriate security for the motorcycle.
5. Provide training to law enforcement personnel and prosecutors in the detection of impaired motorcyclists and conduct specialized enforcement