



Laura Snow

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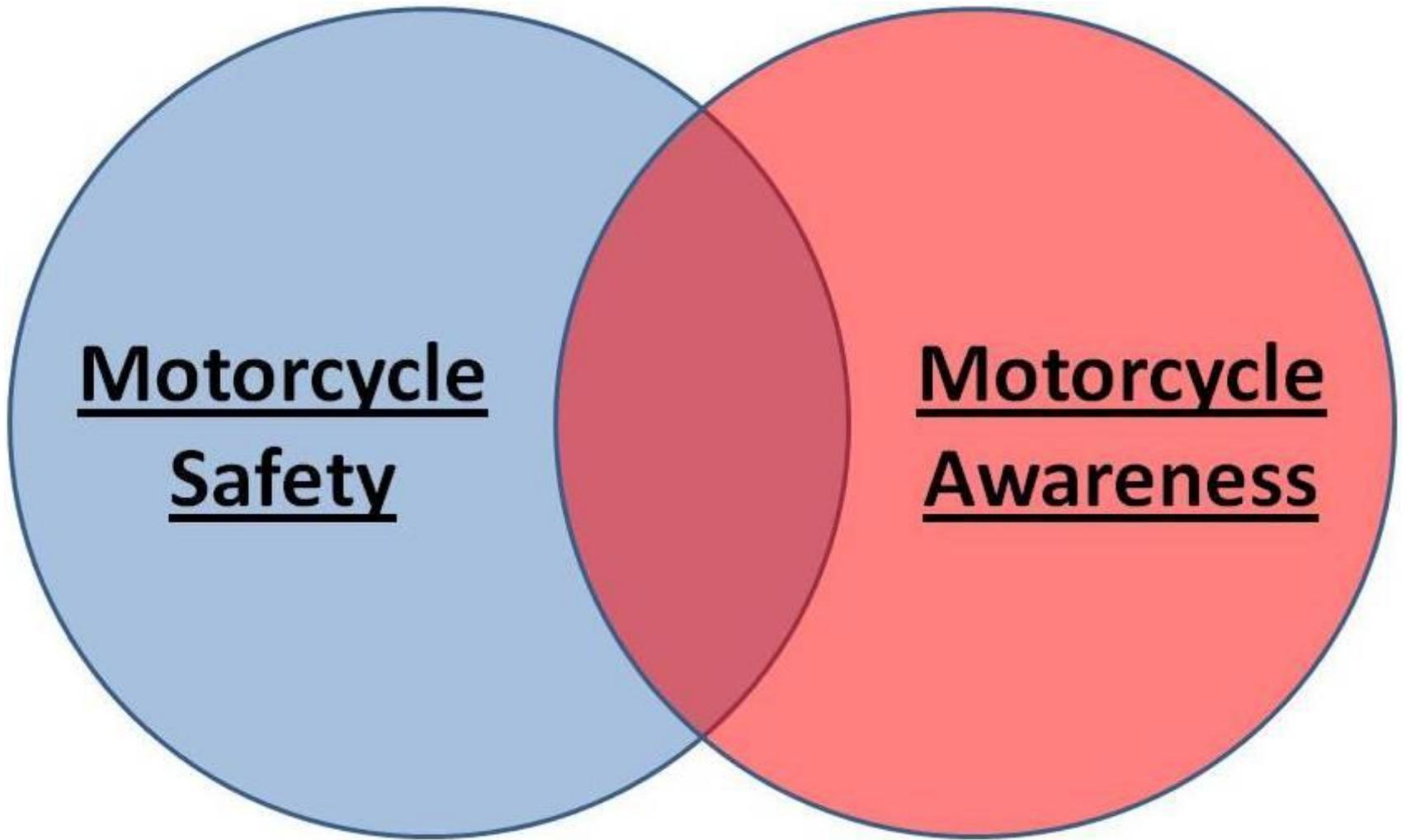


SOUTH DAKOTA  
OFFICE OF HIGHWAY SAFETY









Motorcycle  
Safety

Motorcycle  
Awareness

# Motorcycle Safety is Everyone's Business

2010:

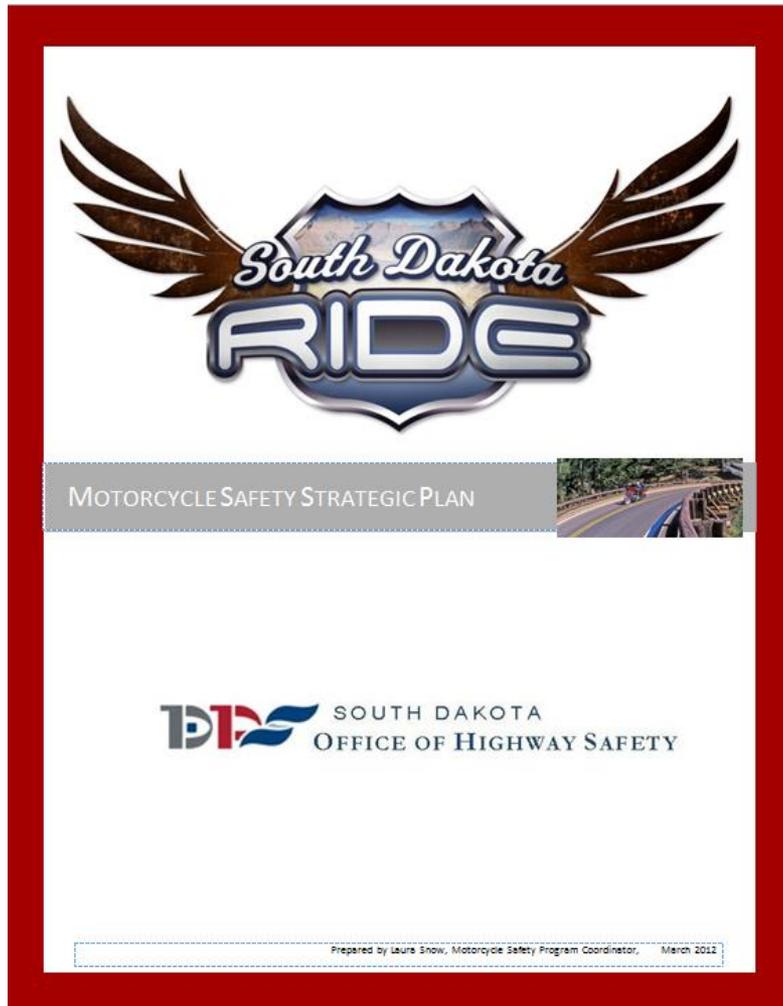
- 27 Motorcycle Fatalities
  - 70% did not wear a helmet
  - 19% had a rear tire blow-out
  - 59% occurred in August
  - 48% collision related
  - 15 of 27 were non-residents

2011:

- 14 Motorcycle Fatalities
  - 79% did not wear a helmet
  - 50% occurred in August
  - 36% collision related
  - 36% speed or alcohol related
  - 10 of 14 were non-residents



# South Dakota Motorcycle Safety Strategic Plan- DRAFT



### 3.1 Vision

The South Dakota Office of Highway Safety will provide safety programs and learning opportunities for motorcyclists and the general motoring public.

### 3.2 Mission

To provide educational resources as needed in order to minimize the risk and maximize the fun of motorcycling.

### 3.3 Goal

To decrease motorcyclist fatalities fifteen percent (15%) each year, based on the 2010 calendar year figure of 27.

### 3.4 Emphasis Areas

NHTSA identified seven focus areas for each state to develop and implement a comprehensive motorcycle safety program. The MSSP identifies the goals, strategies, and actions steps to be implemented in each of the program areas. The seven program areas are as follows:<sup>10</sup>

- Alcohol and other drugs
- Personal protective equipment
- Motorcycle operator training and education
- Licensing
- Motorist education
- Highway and environment
- Management

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