



**RIDE SAFE INDIANA**

# **2019 ANNUAL REPORT**

Eric J. Holcomb, Governor

# FROM THE COMMISSIONER



**The Indiana Bureau of Motor Vehicles'** (BMV) motorcycle safety program, Ride Safe Indiana (RSI), continued its dedication to

keeping all Hoosier motorcyclists safe on Indiana roads. Capitalizing on the 2018 expansion of RSI providers across the state, over 7,200 students were trained in 2019—an increase of 12% from the previous year. In addition to training more Hoosier riders, counties with historically high motorcycle fatality rates saw a decline in the number of motorcycle collisions resulting in a fatality.

In support of RSI's mission to train motorcyclists and educate motorists to decrease motorcycle collisions and fatalities, the program continued its

partnerships with state agencies, sports organizations, and local media. The focus across all channels was to promote motorcycle safety courses to Hoosier riders and motorcycle awareness among motorists across the state. Additionally, RSI underwent a brand transformation to reflect its purpose and modernized approach to motorcycle safety education and awareness.

I am proud of the achievements the RSI program has made since it became a BMV program, and look forward to its continued successes.

Peter Lacy,  
Commissioner



*"Ride Safe Indiana offers the highest level of education and training to Hoosier motorcyclists in an effort to decrease the*

*number of motorcycle collisions and fatalities. I am proud of the program's dedication to keeping Hoosier riders safe and promoting motorcycle safety among Indiana motorists across the state."*

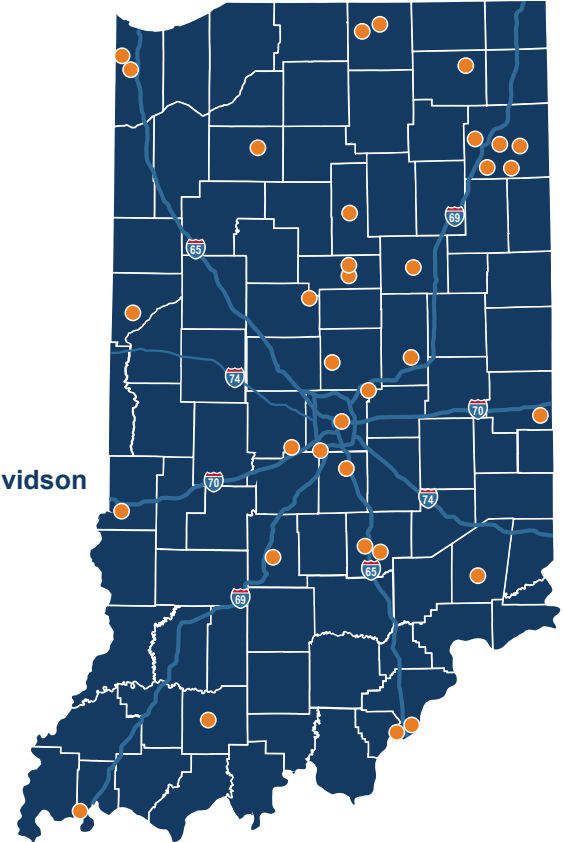
*-Governor Eric J. Holcomb*

# THANK YOU TO OUR PROVIDERS

Together, we continue to educate and train motorcyclists. We are working with our providers to offer the highest quality and most comprehensive motorcycle safety education for new and experienced Hoosier riders.

**ABATE of Indiana**  
**B & D Motorcycle Training**  
**Brandt I-69 Harley Davidson**  
**Calumet Harley Davidson**  
**Cannonball Harley Davidson**  
**Dreyer Motorsports**  
**Harley Davidson of Bloomington**  
**Harley Davidson of Fort Wayne**  
**Harley Davidson of Kokomo**

**Harley Davidson of Indianapolis**  
**Hoosier Harley Davidson**  
**Indianapolis Southside Harley Davidson**  
**Indy West Harley Davidson**  
**Kersting's Cycle Center**  
**Motorcycle Rider Training**  
**M Y Motorsports**  
**Ehldering Motorsports**  
**Tom Wood Powersports**



# RSI UNDERGOES BRAND MODERNIZATION

In the fall of 2019, RSI underwent a brand modernization to parallel the BMV's innovation, efficiency, and customer service. Since bringing in the motorcycle safety program, the BMV has continued to update and expand the RSI program to meet the needs of Hoosier motorcyclists. The new logo was designed to help foster motorcycle awareness and education, reflecting the agency's mission as the State of Indiana's motorcycle safety program.



## *New Logo Features*

- Features program's acronym "RSI"
- Letterform of the "S" portrays motorcyclist in full gear
- Streamlined logo conveys RSI's purpose and modernized approach to motorcycle safety education

## *Brand Awareness*

- Logo applied to various marketing materials
- Social media unveiling campaign
- Redesigned program website

## *Impactful Brand Redesign*

- 8.9% increase in website traffic
- 10.2% increase in time spent on website pages
- 12.0% increase in class participation

# NEW RSI PORTAL OFFERS CONVENIENT, SECURE RECORD KEEPING

The BMV strives to offer innovative services to all Hoosiers, including its partners. In 2019, a new Electronic Submission Portal was created to give RSI providers a more convenient, efficient method of transferring student graduation documents.

The portal is a multi-phase project that will offer customer friendly service to both RSI providers and customers. The first phase was completed on March 1, 2019.

## HIGHLIGHTS OF EACH PHASE OF THE RSI PORTAL INCLUDE:

### *First Phase*

- RSI providers submit student graduation documents electronically through myBMV.com
- Reduce potential fraud

### *Future Phases*

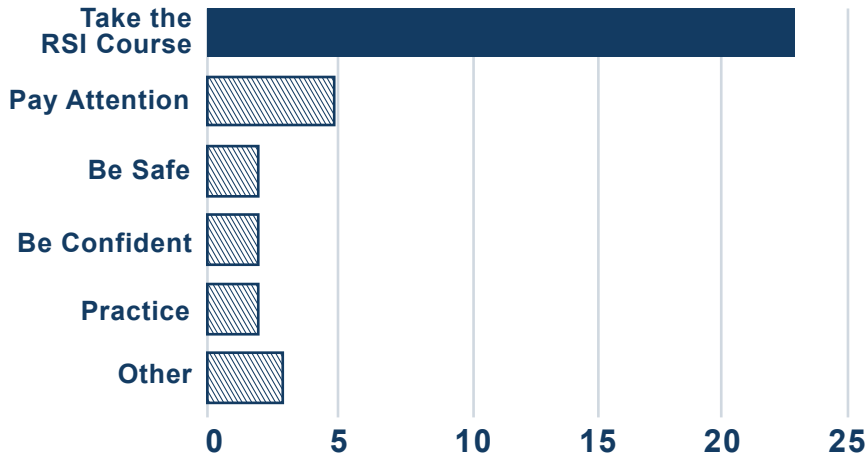
- Motorcycle endorsements processed online for eligible customers
- Customers will have ability to securely sign up and pay for safety or training courses through RSI website
- Prospective providers can submit applications through RSI website



# HOOSIERS RECEPTIVE TO MOTORCYCLE SAFETY AND TRAINING

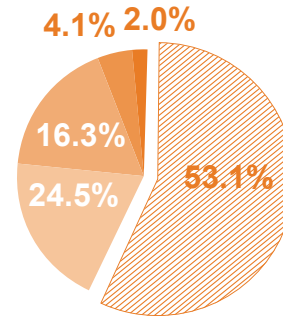
To better understand the needs of Hoosier motorcyclists and continuously offer the highest quality of safety and training education, RSI surveyed course participants during the 2019 motorcycle season. The overall results of the survey demonstrated a positive reception from over 90% of all survey participants.

## What advice would you give to future new motorcyclists?

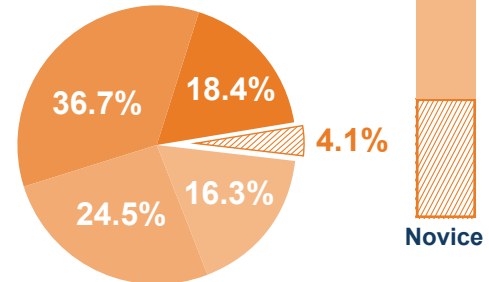


## How would you rate your riding experience?

### BEFORE RSI COURSE



### AFTER RSI COURSE

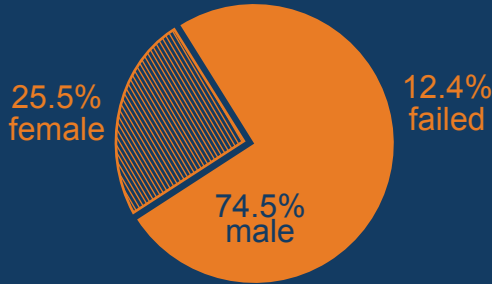


## 2019 PARTICIPANTS

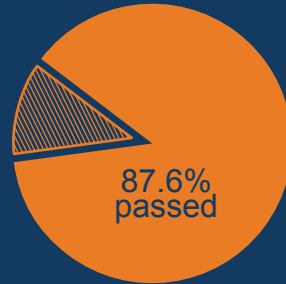
### STUDENT TOTAL: 7,222



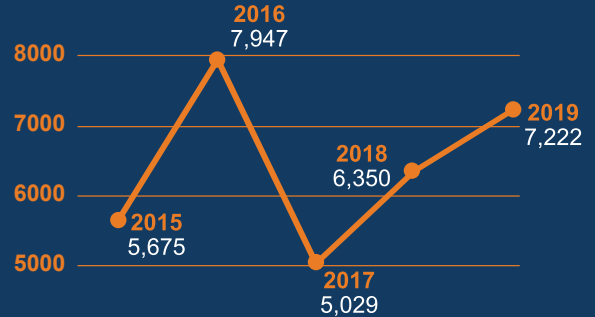
### DEMOGRAPHICS



### PASS RATE



### STUDENTS TRAINED BY YEAR



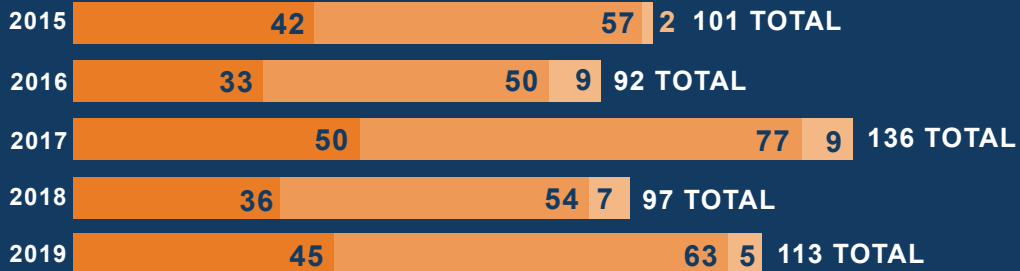




## COLLISIONS BY YEAR



## COLLISIONS RESULTING IN FATALITY



Motorcycle Only    Motorcycle + One Vehicle    Motorcycle + Two or More Vehicles

# ICJI PARTNERSHIP

The Indiana Criminal Justice Institute (ICJI) and RSI partnered to promote motorcycle safety awareness during the summer of 2019. Based on the motorcycle collision and fatality data collected after the 2018 motorcycle season, the teams worked together to create a static motorcycle safety awareness campaign using gas station toppers and gas pump nozzles in areas of the state with statistically high rates of motorcycle collisions and fatalities. ICJI and RSI will continue their partnerships to promote motorcycle safety education and awareness to all Hoosiers in 2020.



## DURATION

JUL 1–SEP 30, 2019



## IMPRESSIONS

Estimated 3,700,000 Monthly Impressions



## LOCATIONS

26 Locations | 14 Counties | 70 Total Pumps

# 2019 COMMUNITY ENGAGEMENT

RSI continued its community engagement in areas of the state with high rates of collisions and fatalities involving motorcyclists. Partnering with organizations throughout the state garnered over 1.2 million impressions of RSI branding and messaging in 2019.



## *Gary South Shore RailCats*

2019 Season  
Over 170,000 Impressions



## *Indy Fuel*

2018-2019 Season  
Over 150,000 Impressions



## *Indiana State Fair*

2019 State Fair  
Over 870,000 Impressions



## *Miracle Ride*

2019 Miracle Ride  
Over 3,000 Impressions



## *Evansville Otters*

2019 Season  
Over 100,000 Impressions



## *Indiana Motorcycle Expo*

2019 Expo  
Co-sponsor of the 2019 Biker's Showcase



[WWW.RIDESAFEINDIANA.COM](http://WWW.RIDESAFEINDIANA.COM)