

# 2008 MREP Annual Report

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Registry of Motor Vehicles

# 2008 MREP Annual Report

- About our program
  - To minimize the risk and maximize the fun of motorcycling, the Registry of Motor Vehicles sponsors the Massachusetts Rider Education Program (MREP). MREP has provided training motorcycles, work books, new RiderCoach training and / or promotional and technical assistance to a statewide network of training sites. The RiderCoaches who teach these courses are certified by the Motorcycle Safety Foundation (MSF) and approved to teach in Massachusetts by MREP.

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- MREP Mission statement
  - The mission of this program is to reduce the number of motorcycle related fatalities and injuries in the Commonwealth by increasing the statewide availability of MSF approved training courses for motorcycle riders and to increase awareness and education for both riders and drivers.

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- Schools

- As of Dec 2008 there were 8 schools at 14 locations throughout the state.

- Pioneer Valley Rider Training – Westfield
    - SM Motorcycle School – Orange
    - Central MA Safety Council – W. Boylston
    - Rider's Edge – Auburn
    - Ironstone Ventures – Acton/Ayer, Charlestown, Seekonk and North Andover. Hanscom AFB (for military only)
    - The Motorcycle Riding School – Beverly
    - Streetwise Cycle School – Hyde Park
    - Training Wheels of NE – Brockton, Plympton, Bourne and Framingham.
    - **Minuteman Harley Davidson in Dartmouth has submitted paperwork to open a Rider's Edge program and will open in 09**

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- Basic RiderCourse numbers

– Pass	8792
– Fail	196
– Incomplete	320
– Total	9308

In 2008 there was a 94% passing rate in the BRC

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Up almost 16% from last year

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- Experienced RiderCourse numbers

- Pass 510

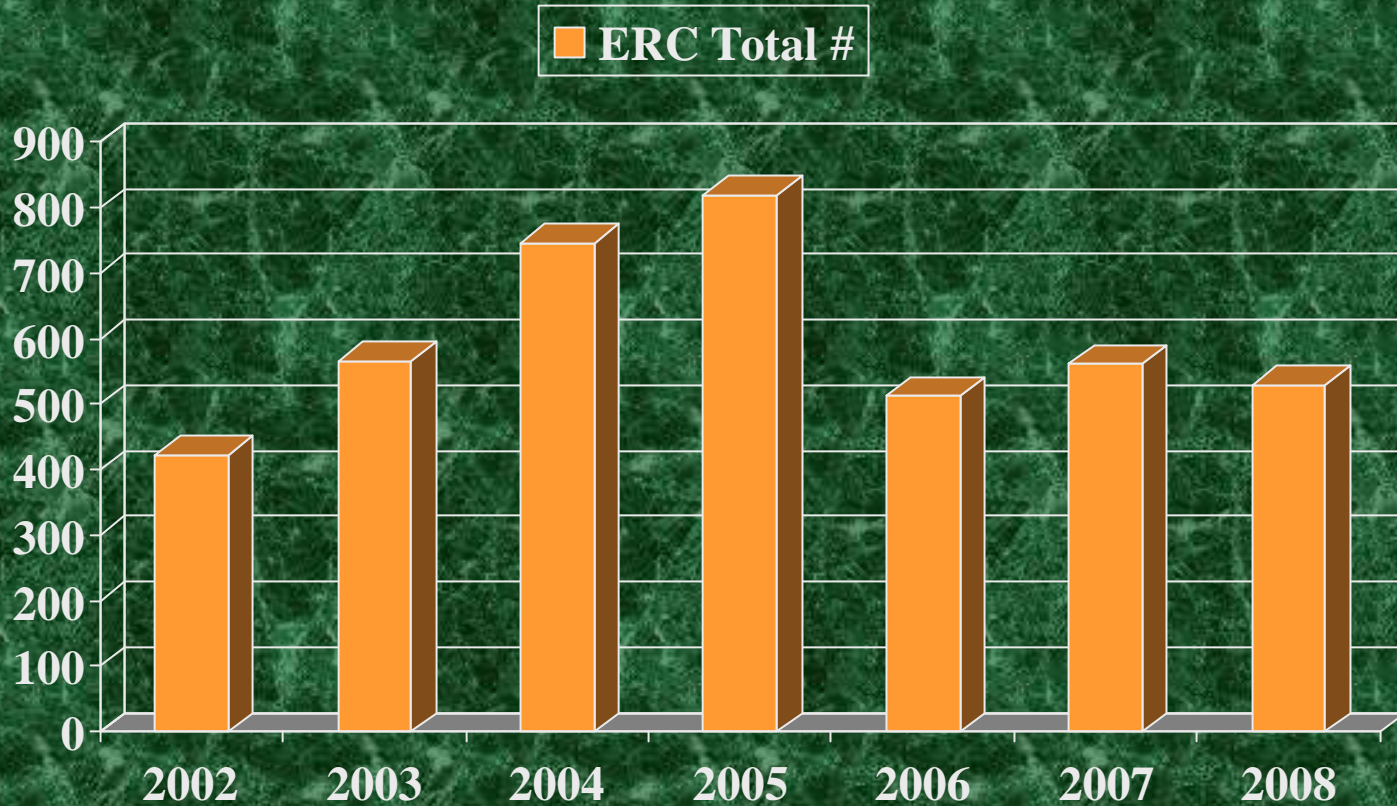
- Fail 6

- Incomplete 13

- Total 529

- In 2008 there was a 96% passing rate in the ERC.

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Down 6% from last year

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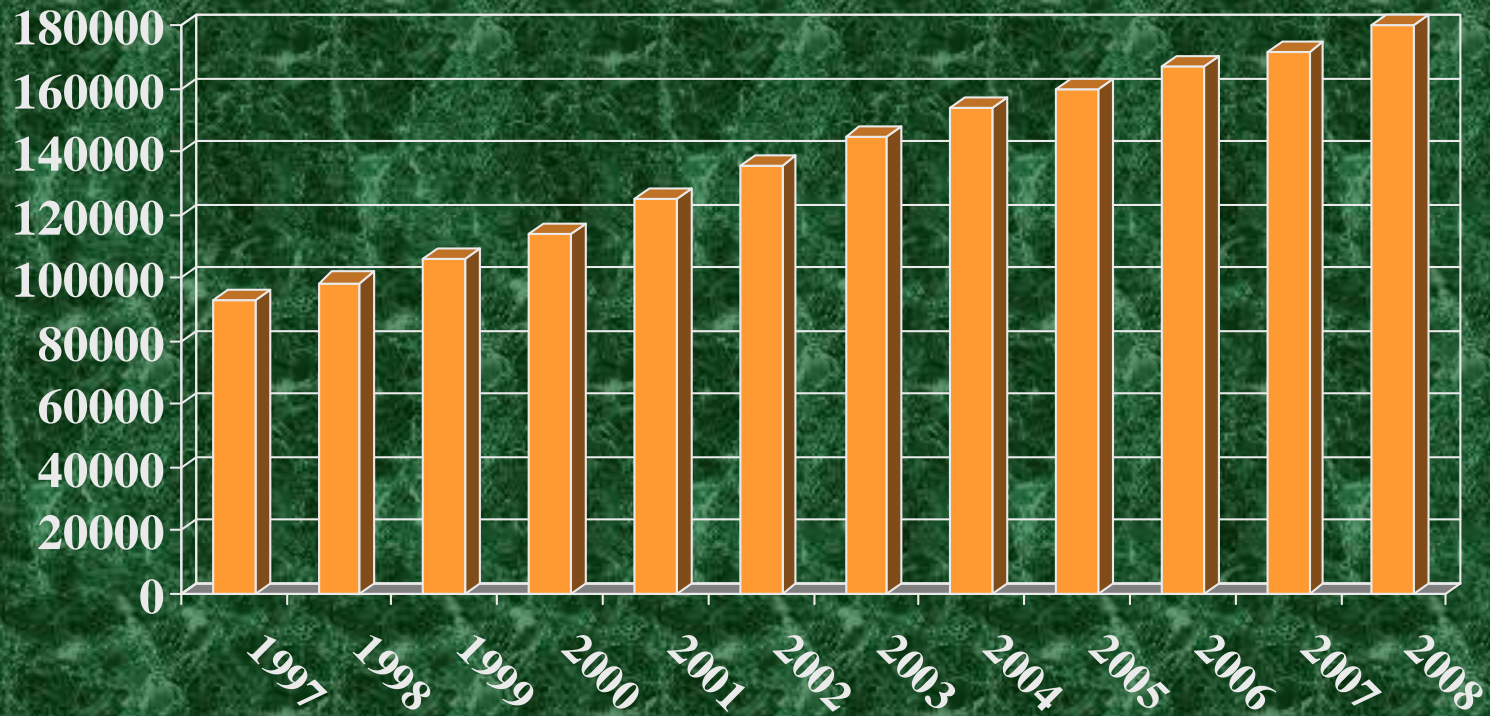
- MREP staffing
  - 1 Program Manager
  - 1 Program Coordinator
  - 8 Site Coordinators
  - 3 RiderCoach Trainers (RCT)
  - 121 RiderCoaches (RC)

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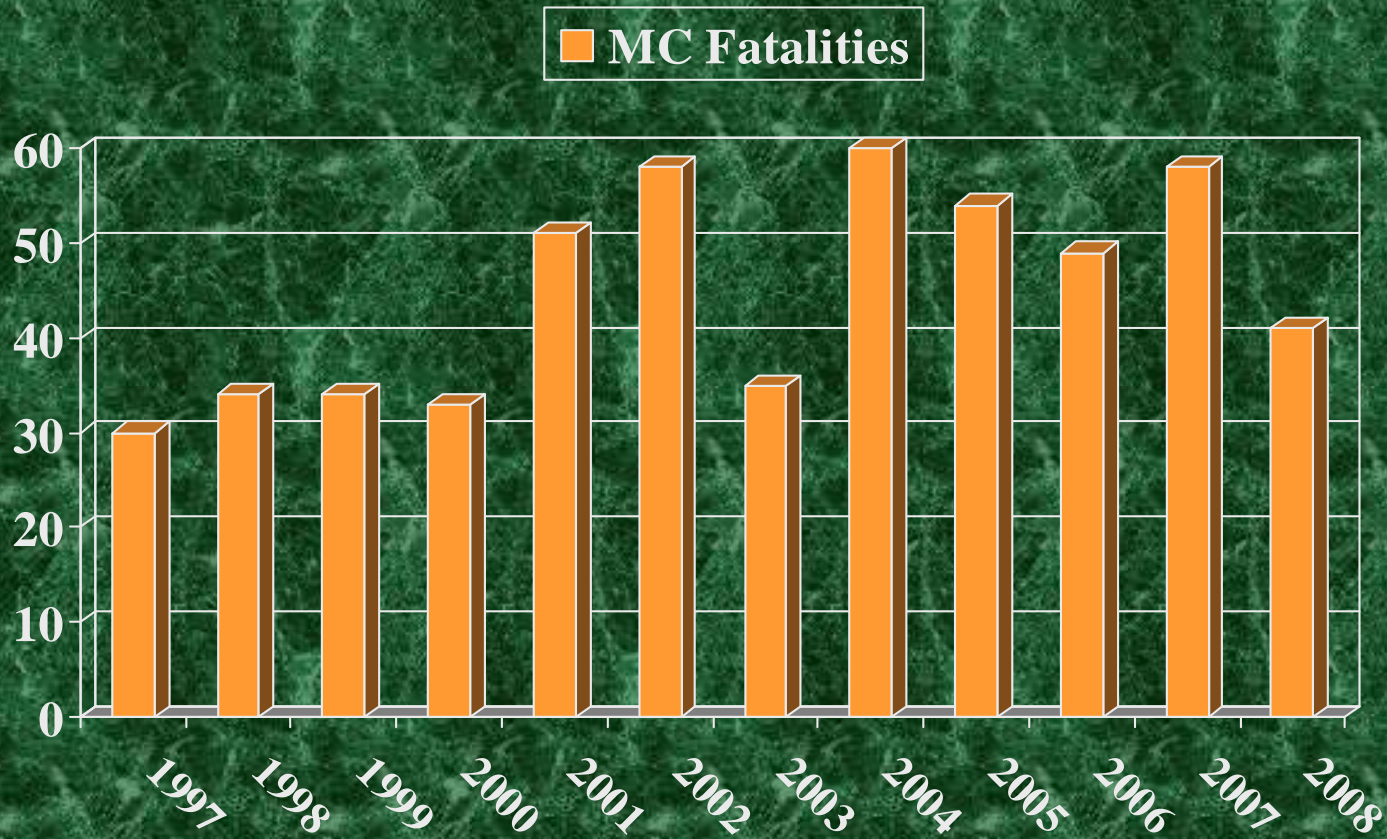
- MA motorcycle numbers at a glance
  - Total number of motorcycle registered = 179,935 (as of 9/07). Up 5% from last year
  - Total number of motorcycle permits issued in 2008 = 32,856. Up 8% from last year
  - Total number of motorcycle licenses issued in 2008 = 70,735
    - New licensed issued = 2,761
    - Renewal licenses = 67,974

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Decrease by 17 (58 to 41)

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- Events
  - Wilmington Motorcycle Expo (08 & 09)
  - Spfld Motorcycle Expo (08 & 09)
  - Boston Motorcycle Expo (08 & 09)
  - Sheldon's HD, Auburn Safety Day (08)
  - Brian's Ride (08)
  - Nelson's Ride (08)
  - NHTSA Bi-Regional Conference (08)

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- TV Commercials

- Broadcast:

- Fall 2007 – “Think before you Drink”
      - Pre-Season Football and News
    - March 2008 - “Check Twice”
      - NCAA Basketball
    - Fall 2008 – “Think before you Drink”
      - Pre-Season Football, News and the Rider Report (West)
    - Jan 2009 – NFL Playoffs (New 15 sec commercial)
    - Feb 2009 – Super Bowl Sunday
    - Mar 2009 – March Madness

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- TV Commercials
  - Comcast:
    - Mar/Apr 2008 - “Check Twice”
      - NCAA Basketball, NBA and NHL
    - Fall 2008 – “Think before you Drink”
      - Pre-Season Football, The Closer (P) & Saving Grace

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- Radio

- May 2008 – “Check Twice” – 2 weeks on 9

- Stations

- WBZ, WJMN, WXKS
      - WAAF, WSRS, WTAG
      - WAQY, WMAS, WHYN

- Labor Day Weekend 08

- WBZ, WAAF, WAQY & WMAS