



# **Administrative Guide**

**March 10, 2015**

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**Texas Department of Public Safety  
Motorcycle Operator Training Program  
Administrative Guide**

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**Texas Department of Public Safety  
Motorcycle Operator Training Program  
Administrative Guide**

**Section I**

**MOTORCYCLE OPERATOR TRAINING  
PROGRAM OVERVIEW**

**I. General.** This section provides an overview of the Texas Motorcycle Operator Training Program for sponsors, potential sponsors, and instructors. The overview includes information on program history, funding, staff and responsibilities, and the Mobile Motorcycle Operator Training Program.

**II. Program History.**

- 1) **Pre-State Program - 1960's.** Motorcycle operator training in Texas started in 1968, long before motorcycle safety became a national or statewide organized effort. In 1973, the Motorcycle Safety Foundation (MSF) was established. A number of Texas motorcyclists assisted the MSF at Texas A&M University in College Station in developing a curriculum and instructional material for training beginning riders. When a quality curriculum became available, the Texas Motorcycle Roadriders Association (TMRA) organized and conducted training at several locations using volunteer instructors.
- 2) **State Program Established**
  - a) In 1981 a law was passed requiring 15 through 17 year old individuals to complete an approved motorcycle safety course, in addition to 32 classroom hours of driver education, to be eligible to test for a motorcycle operator's license. The legislation did not allow for program funding nor did it designate a state agency to manage and administer the training.
  - b) In 1983 a law was passed providing funding (\$.75 per motorcycle license plate issued) for a statewide program with implementation to begin in September 1983. The law also established the requirement for a state agency, designated by the Governor, to administer the motorcycle safety and training program. The governor designated the Department of Public Safety (DPS) as the administering agency and the Motorcycle Operator Training Section was created. The DPS inherited the control of all training sites that had been previously set up and placed into operation by various organizations such as the TMRA.
  - c) In 1989, the Motorcycle Operator Training Section was renamed the Motorcycle Safety Bureau and was given the additional responsibility of coordinating an All-Terrain Vehicle (ATV) Training Program. Additional legislative changes were made to enhance the motorcycle operator training program.
    - i) The Motorcycle Operator Training Program funding changed from a motorcycle license plate based funding to a motorcycle operator license based funding; and

- ii) The DPS was allowed to contract with other than educational entities for program sponsorship.
- d) In 1998, the Motorcycle Safety Bureau's responsibilities were split. Units were formed within the DPS's Training Academy to consolidate all departmental training functions. The DPS renamed the Motorcycle Safety Bureau as the Motorcycle Safety Unit and assigned the unit the requirement to administer the Motorcycle Operator Training and Safety Program and the All-Terrain Vehicle Operator Education and Certification Program.
- e) In 2009, the DPS's Training Academy was renamed the Education Training and Research Bureau. The Motorcycle Safety Unit is still assigned to the ETRB with the same responsibilities as prior years. The 81<sup>st</sup> legislative session passed SB1967 which among a number of new laws included mandatory training for all new applicants requesting a motorcycle license and the discontinuation of the helmet exemption sticker program.
- f) In 2013, a law was passed to require operators of a 3-wheel motorcycle (trike) to successfully complete a trike training course and be licensed with a trike only restriction.

### **III. Program Funding.**

Whenever practicable, the DPS seeks federal grant funds to enhance the Motorcycle Operator Training and Safety Program.

- 1) 71<sup>st</sup> Legislative Session: In 1989, legislation was passed so that the Motorcycle Operator Training Program was funded by a surcharge added to the motorcycle driver's license origination and renewal fees. The money collected was deposited to the motorcycle education fund. Expenditures from the motorcycle education fund are appropriated by the legislature.
- 2) 75<sup>th</sup> Legislative Session: In 1997, legislation passed revising the Motorcycle Operator Training and Safety Program's funding by broadening the base from which the Motorcycle Education Fund fee was collected. The Motorcycle Education Fund fee was collected from all first-time motorcycle licensees and from those having a Commercial Driver License in combination with a motorcycle license as well as any motorcycle only or motorcycle in conjunction with any other type of license.
- 3) 77<sup>th</sup> Legislative Session: In 2001, as a result of the renovation of the Driver License fee system, Fund 501 received \$5.00 from each initial motorcycle license issued and \$8.00 for each motorcycle license renewal.
- 4) 78<sup>th</sup> Legislative Session: In 2003, decisions were made to change the source of program funding to Fund 6, Texas Highway Fund. The Motorcycle Education Fund is still alive and funds are still collected. The difference is that those funds may be used for purposes other than motorcycle safety.
- 5) 81<sup>st</sup> Legislative Session: In 2009, legislation approved two additional full time positions.

#### **IV. Staff and Responsibilities.**

- 1) **Program Director, Motorcycle Safety Unit. John G. Young** fills this legislatively mandated position. As the Program Director, John is responsible for overall program planning and formulation of program goals and objectives for the Motorcycle/ATV Safety Training Unit. In this position, John is responsible for determining and developing training standards for the motorcycle operator training program and for the direct supervision and management of the Mobile Motorcycle Operator Training Program. He is responsible for determining locations at which courses will be provided, fees for the courses, qualifications for instructors, instructor certification requirements and eligibility requirements for program sponsors. He is responsible for administering the state's All-Terrain Vehicle (ATV) Safety Training law and serves as the liaison between the Department and the ATV training groups and facilities. Additionally, John manages all motorcycle and ATV safety-related public information activities and represents the Motorcycle and ATV Safety Training Programs to all other state and local governmental entities.
- 2) **Administrative Assistant. Mari Kieke** currently holds this position. Mari is responsible for providing day-to-day administrative and management support for the All-Terrain Vehicle Operator Education and Certification Program and is responsible for all clerical activities required for generating and tracking the approval of all new and revised motorcycle operator training site sponsor contracts.
- 3) **Motorcycle Safety Training Officers.**
  - a) *Training:* **Mike Smith and Cindy Flores** currently share this position. Responsible for Instructor training, workshops, coordinating activities, reviewing progress, and evaluating performance. Assisting training sites in all aspects of the motorcycle operator training program. This includes assisting military motorcycle operator training programs.

##### **Mike Smith**

Region 1 - Dallas/Fort Worth to Texarkana to Marshall to Waxahachie and Cedar Hill

Region 4 - El Paso to Alpine and San Angelo

Region 5 - Panhandle area to Lubbock to Wichita Falls to Abilene and Midland/Odessa

##### **Cindy Flores**

Region 2 - Nacogdoches to Port Arthur to Galveston to Wharton

Region 3 - San Antonio to Victoria to Harlingen to Laredo

Region 6 - Waco to Bryan/College Station to San Marcos to Kerrville

- b) *Regulatory:* **Terry Graham and Don Vess** currently share this position. Responsible for Instructor approval and recertification, auditing training sites for contractual responsibilities, maintaining the Loan Bike program and generating and tracking licenses for training programs offering Specialized Motorcycle Operator Training Programs. Also responsible for the Certified Moped List.

##### **Terry Graham**

Region 1, 2, 3, 5

##### **Don Vess**

Region 4,6

- 4) **Mobile Motorcycle Safety Training Officer. David Metcalf** currently holds this position. Dave is responsible for making contact with potential mobile training sponsors, establishing contracts with mobile training sponsors, scheduling and conducting basic and advanced motorcycle operator training courses at the mobile training site locations. Dave also has overall responsibility for the upkeep of the mobile training units and training motorcycles. Typically, Dave travels more than 40 weekends per year providing valuable training for students in rural parts of Texas.
- 5) **Mobile Motorcycle Safety Training Officer. Earl Carp** currently holds this position. This position shares the responsibility for scheduling and conducting basic and advanced motorcycle operator training courses at the mobile training site locations and maintaining the mobile training units and motorcycles. This position travels more than 40 weekends per year providing valuable training for students in rural parts of Texas.
- 6) **Administrative Assistant. Debbie Carter** currently holds this position. Debbie is responsible for clerical support for the Motorcycle Safety Unit and is the Unit's first contact for public information. Her duties include responding to internal and external customer inquiries, database maintenance, and preparing material supply requests for course sponsors and the general public for shipment, inventory control of the vast quantities of training and promotional materials. Debbie prepares purchase requests for training supplies and promotional materials. Debbie also assists the unit staff with customer service for site sponsors and Instructors.
- 7) **Occupant Safety Program (OSP) Coordinator. Beth Warren** currently holds this position. This position is responsible for being the agency's resource for all information pertaining to occupant safety in vehicles; child safety restraint systems, adult safety belts, air bags, and vehicular heatstroke awareness and education. The OSP Coordinator answers inquiries from any source – internal and external – via written or verbal communication. The coordinator is a nationally certified instructor in two National Highway Traffic Safety Administration (NHTSA) courses: *National Child Passenger Safety Technician Certification Training* and *Transporting Infants and Preschoolers in School Buses*. The OSP coordinator teaches with instructor teams on the state and national level and presents educational workshops in the above topics at local, state and national meetings and conferences. The coordinator serves as a resource witness during legislative sessions at the request of the agency's Office of General Counsel. The coordinator also serves on several local, state and national committees and advisory boards.

#### V. **Mobile Motorcycle Operator Training Program**

- 1) **Purpose.** To provide basic and advanced motorcycle operator training courses in rural areas lacking sufficient population and/or student demand to support a permanent training program.
- 2) **Funding.** Funding for the Mobile Motorcycle Operator Training Program comes from the Motorcycle Safety Unit's budget as appropriated from the motorcycle education fund. Mobile sponsors reimburse the Motorcycle Safety Unit for travel expenses from the tuition they charge

- 3) **Operation.** The Department operates two DPS mobile training units with two on-staff instructors. Mobile sponsors receive a contract based on their location and ability to meet the contract's requirements. These include:
  - a) providing or arranging for a suitable course facility; and,
  - b) the administrative capability to advertise the program, enroll students, collect and account for student tuition, reimburse the Department for course-related travel and per diem costs and to pay the course insurance premiums on a per-class basis.
- 4) Permanent site sponsors may offer courses in remote areas through the Mobile Motorcycle Operator Training Program. Contracted sponsors interested in conducting mobile training courses within their geographic area should contact the Motorcycle Safety Unit for requirements.

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**Texas Department of Public Safety  
Motorcycle Operator Training Program  
Administrative Guide**

**Section II**

**STANDARDS FOR AN APPROVED  
MOTORCYCLE OPERATOR TRAINING COURSE**

**I. General.** This section contains the DPS Administrative Rules, Sections §31.1 through §31.12 that outline the standards for an approved motorcycle operator training course. The Administrative Rules contained in this section are those that are maintained on file with the Texas Secretary of State.

**II. Standards for an Approved Motorcycle Operator Training Course.**

**§31.1 Definitions.** The following words and terms when used in this chapter have the following meanings unless the context indicates otherwise.

- (1) **Advanced motorcycle operator training course**--A department approved course of instruction designed to provide experienced motorcyclists with additional skills and knowledge found to be lacking in accident-involved motorcyclists. Satisfactory completion of this course is signified by the issuance of a Texas Department of Public Safety standardized Motorcycle Operator Training Course Completion Card, MSB-8. Courses meeting this description do not meet the training requirement to obtain a motorcycle license.
- (2) **Basic motorcycle operator training course**--A department approved course of instruction designed to teach new or inexperienced motorcyclists basic riding skills and defensive street riding strategies. Satisfactory completion of this course is signified by the issuance of a Texas Department of Public Safety standardized Motorcycle Operator Training Course Completion Card, MSB-8. Courses meeting this description meet the training requirement to obtain a motorcycle license for up to 2 years from the date of issuance.
- (3) **Contract applicant**--A person applying for a contract from the department to provide standard motorcycle operator training courses.
- (4) **Contracted motorcycle operator training site**--An appropriate and safe place where standard motorcycle operator training is conducted by a contracted motorcycle operator training sponsor.
- (5) **Department**--Texas Department of Public Safety. The department is the state agency designated by the governor to establish and administer the motorcycle operator training and safety program.
- (6) **Intermediate motorcycle operator training course**--A department approved course of instruction designed to provide motorcyclists with refresher training to include both basic and

advanced riding skills. Satisfactory completion of this course is signified by the issuance of a Texas Department of Public Safety standardized Motorcycle Operator Training Course Completion Card, MSB-8. Courses meeting this description meet the training requirement to obtain a motorcycle license for up to 2 years from the date of issuance.

- (7) **Instructor preparation course**--A department approved course of instruction designed to provide experienced motorcyclists with training to become certified to conduct basic, intermediate, or advanced motorcycle operator courses.
- (8) **License applicant**--A person applying for a license from the department to provide specialized motorcycle operator training.
- (9) **Licensed motorcycle operator training site**--An appropriate and safe place where specialized motorcycle operator training is conducted by a licensed specialized motorcycle operator training sponsor.
- (10) **Mobile site sponsor**--A public or private entity bound by contract to locally administer the motorcycle operator training program in locations serviced by the department's mobile training unit. The department provides the course equipment, material, and instructional staff. In its role as a mobile site sponsor, this entity is not an agent, servant, or employee of the department or the state of Texas.
- (11) **Motorcycle operator training and safety program**--The motorcycle operator training and safety program makes information and courses in knowledge, skills, and safety relating to the operation of motorcycles available to all motorcycle operators in this state. It also provides information to the general public on sharing the roadway with motorcycles.
- (12) **Motorcycle Safety Unit**--An administrative unit within the department assigned with the responsibility for establishing and administering the motorcycle operator training and safety program.
- (13) **Motorcycle Safety Foundation (MSF)**--A national, nonprofit organization whose purpose is to improve the safety of motorcyclists on the nation's streets and highways. The MSF provides programs in rider education, licensing improvement, public information, and research.
- (14) **Specialized motorcycle safety instructor**--An individual who has established sufficient credibility in teaching a form of specialized motorcycle operator training, and is certified and approved by the department to teach such courses through a licensed motorcycle operator training site. This individual must meet the requirements set forth in §31.3 of this title (relating to Motorcycle Safety Instructor. This individual, unless directly employed by the department as a specialized motorcycle safety instructor, is not an agent, servant, or employee of the department or State of Texas.
- (15) **Specialized motorcycle operator training courses**--A department approved intermediate or advanced course of instruction designed to teach knowledge and skills not addressed, or only lightly addressed, in standard motorcycle operator training courses, but considered by the department to be beneficial to public safety. These courses may include, but are not limited to, refresher training, sidecar rigs, towing trailers behind motorcycles, trikes, or sidecar rigs, higher

speed street skills taught on race tracks, or courses offered by a particular motorcycle manufacturer. Motorcycle courses taught by law enforcement agencies to law enforcement officers are exempt from licensing under this definition. These courses are offered by entities contracted with or licensed by the department and if satisfactorily completed, earn students the standardized Motorcycle Operator Training Course Completion Card, MSB-8, of which the basic or intermediate course is required to obtain a motorcycle license.

- (16) **Sponsor**--A public or private entity contracted or licensed by the department to provide motorcycle operator training. In its role as a motorcycle operator training sponsor, this entity is not an agent, servant, or employee of the department or the state of Texas.
- (17) **Motorcycle safety instructor**--An individual certified and approved to teach the standard motorcycle operator training courses in Texas through contracted motorcycle operator training sites. This individual must meet the requirements set forth in §31.3 of this title (relating to Motorcycle Safety Instructor). This individual, unless directly employed by the department as a motorcycle safety instructor, is not an agent, servant, or employee of the department or the State of Texas.
- (18) **Standard motorcycle operator training courses**--Department approved basic, intermediate, or advanced courses, or motorcycle safety instructor preparation courses. These courses may not include information specific to any particular motorcycle brand, manufacturer, distributor, or dealership. These courses are offered by entities contracted with or licensed by the department and if satisfactorily completed, earn students the standardized Motorcycle Operator Training Course Completion Card, MSB-8, of which the basic or intermediate course is required to obtain a motorcycle license

### **§31.2 Contracted Motorcycle Operator Training Site Sponsor**

- (a) A person may not offer or conduct training in motorcycle operation for consideration unless the person is licensed by, or contracts with the designated state agency.
- (b) To qualify for authorization, a sponsor must be approved by the department. The department may deny approval unless a sponsor applicant agrees to provide the training courses in accordance with the department's rules, policies, procedures, and approved curricula. A sponsor applicant must:
  - (1) meet the current driving record evaluation standards established by the Texas Department of Public Safety for school bus drivers pursuant to Texas Transportation Code, §521.022 by supplying a certified copy of an out-of-state driving history if requested;
  - (2) meet the current minimum criminal history requirement pursuant to subsection (e) of this section;
- (c) Approval for a contract will be denied unless a sponsor applicant demonstrates the capacity to register students, collect and account for tuition as appropriate, arrange public notice of courses, provide required insurance coverage and make all necessary insurance premium payments, provide use agreement(s), submit and maintain all required records, and contract with, schedule, and compensate department approved instructors as appropriate and within a reasonable amount of time not to exceed 45 days.
- (d) All contract applicants wishing to offer standard motorcycle operator training must submit a written request to the department.
  - (1) The request must state the type of training to be offered (basic, intermediate, advanced, and/or instructor preparation courses).

- (2) All contract applicants must have access to a riding area for on-cycle training that is:
  - (A) a paved surface, including asphalt, concrete, or other all weather surface of suitable traction; and
  - (B) large enough to safely accommodate any motorcycle training range approved by the department, as flat as possible, secure from vehicular and pedestrian traffic, and free of surface hazards and obstacles;
- (3) All contract applicants with permanent sites must also have access to:
  - (A) a secure storage area to physically and environmentally protect training motorcycles and other course equipment;
  - (B) a classroom, not located in a private residence, that is large enough to seat all students and instructors comfortably and that contains at least one adequate desk or equivalent seating and writing surface for each student, and at least one instructor's desk, table, or podium;
  - (C) audiovisual presentation equipment for the classroom, including a chalkboard or equivalent; and
  - (D) a first aid kit and at least one five-pound Class ABC fire extinguisher, or equivalent, for the riding area.
- (4) All contract applicants must abide by the Texas Sponsor Rules of Professional Conduct.
- (e) The department may deny, suspend, or cancel its approval for a program sponsor to conduct a course or for an instructor to teach courses offered under this section if:
  - (1) the applicant, sponsor, or instructor does not satisfy the requirements of subsections (a), (b), and (c) of this section;
  - (2) is convicted under the laws of this state, another state, or the United States, of any felony or offense involving moral turpitude, tampering with a governmental record, driving while intoxicated, or driving under the influence of drugs, or an offense committed as a result of the person's criminally negligent operation of a motor vehicle;
    - (A) These particular crimes relate to conducting and teaching courses because the sponsor and instructor are required to be of good reputation, character, and moral conduct, to deal honestly with members of the public, keep records on behalf of the department, and to recognize the importance of, encourage, and practice safe driving and riding techniques.
    - (B) A conviction for a felony offense will not be considered by the department, under this subsection, if a period of more than 10 years has elapsed since the date of the conviction; and
    - (C) A conviction for an offense other than a felony will not be considered by the department, under this subsection, if a period of more than 5 years has elapsed since the date of the conviction or of the release of the person from the confinement or supervision imposed for that conviction, whichever is the later date.
    - (D) For the purposes of this section, a person is convicted of an offense when an adjudication of guilt on an offense is entered against the person by a court of competent jurisdiction, whether or not the sentence is subsequently probated and the person is discharged from probation.
  - (3) cannot provide sufficient information and documentation to enable the department to evaluate or reevaluate the applicant's request for approval;
  - (4) knowingly presents or allows to be presented to the department any false or misleading information relating to a request for approval;
  - (5) permits or engages in any fraud or fraudulent practice concerning an application or, in any action between the applicant or licensee and the public, induces or countenances any fraud

- or fraudulent practice on the part of an applicant for a driver license or learner license;
- (6) knowingly or recklessly disregards or fails to comply with any departmental rule, written policy, or written procedure regarding the motorcycle operator training program; or
- (7) knowingly allows an instructor to give, or a student to receive, classroom or riding instruction if either exhibits any evidence of or effects from an alcoholic beverage, controlled substance, or drug as defined in Texas Penal Code, §49.01 et seq.
- (f) In determining the present fitness of a person who has been convicted of a crime and in determining whether a criminal conviction is directly related to an occupation, the department shall consider those factors stated in Texas Occupations Code, Chapter 53.
- (g) The department may construe any probation or conviction which is for a criminal offense arising from a penal provision from another state, federal, military, or foreign jurisdiction to be its closest equivalent under the penal provisions of this state.
- (h) The department may cancel its approval if:
  - (1) it was based on false or incorrect information or mistake, such as clerical or other nonsubstantive errors by either party; or
  - (2) if the discrepancy causing the suspension under these administrative rules has not been corrected within the time limit prescribed by a suspension; or
  - (3) any offense involving tampering with a government record or driving while intoxicated where the offense occurred within the previous 5 years.
- (i) Each sponsor may designate a program manager to be responsible for signing any forms required of the sponsor not including a department contract. Any person with program responsibilities must meet the same qualification requirements as a sponsor, this includes but is not limited to all owners, partners regardless if considered a silent partner and stockholders of sponsoring entity.
- (j) If the sponsor is an organization, that organization may designate one of its members as the program manager. If the sponsor is an individual, that person shall also be the program manager.
- (k) The control of the sponsor is considered to have changed:
  - (1) in the case of sole proprietorship, when more than 50% of the controlling interest has been sold or transferred;
  - (2) in the case of a partnership or a corporation, when more than 50% of the controlling interest has been sold or transferred; or
  - (3) when the board of directors, officers, shareholders, or similar governing body has been changed to such an extent as to significantly alter the management and control of the sponsor.
- (l) When control of the sponsor has changed, as outlined in subsection (j) of this section, the sponsor must notify the department. The contract will then be canceled and renegotiated through the (appropriate rules and regulations).

### **§31.3 Standard Motorcycle Instructor.**

- (a) A person may not instruct or offer instruction in motorcycle operation to the public for a consideration without authorization from the department.
- (b) To qualify for authorization, an instructor must be approved by the department. The department may deny approval unless an instructor applicant agrees to teach the training courses in accordance with the department's rules, policies, procedures, and approved curricula. An instructor applicant must:
  - (1) hold a current certification for the curriculum for which they are applying:
    - (A) Standard motorcycle safety instructor; or
    - (B) Specialized motorcycle safety instructor.

- (2) be a high school graduate or possess a valid GED;
  - (3) possess a current, valid unrestricted Texas motorcycle license or an equivalent license from the applicant's state of residence for at least 2 years;
  - (4) be a licensed driver for at least 5 years;
  - (5) meet the current driving record evaluation standards established by the Texas Department of Public Safety for school bus drivers pursuant to Texas Transportation Code, §521.022 by supplying a certified copy of an out-of-state driving history if requested;
  - (6) meet the current minimum criminal history requirement pursuant to §31.2(e) of this title (relating to Contracted Motorcycle Operator Training Sponsor);
  - (7) must possess a current first aid and adult CPR certification. Training courses must be attended in person and provide hands-on skills practice. Courses will only be accepted from providers that meet or exceed the curriculum standards of the American Red Cross, the American Heart Association, the Department of Transportation, or the National Highway Traffic Safety Administration;
  - (8) be free from addiction to alcoholic beverages or drugs;
  - (9) be physically competent to conduct classroom and on-cycle instruction, including technically correct riding demonstrations; and
  - (10) must abide by the Texas Instructor Rules of Professional Conduct.
- (c) An applicant for approval to instruct an advanced motorcycle operator training course must meet all the requirements to instruct as identified in subsection (a) of this section, plus attend a department-approved curriculum update, and be able to perform technically correct riding demonstrations on his or her personal motorcycle.
- (d) The department may deny or suspend its approval if the instructor fails to meet or continue to meet the requirements of subsections (a) and (b) of this section or if the instructor, as an individual, fails to meet or continue to meet the requirements of §§31.2(c) of this title (relating to Contracted Motorcycle Operator Training Sponsor).
- (e) The department may cancel its approval if:
- (1) it was based on false or incorrect information or mistake; or
  - (2) the discrepancy causing the suspension under §§31.2 of this title (relating to Contracted Motorcycle Operator Training Sponsor), §31.3 of this title (relating to Motorcycle Safety Instructor), §31.4 of this title (relating to Student Admission Requirements), §31.5 of this title (relating to Verification of Motorcycle Operator Training Course Completion), §31.6 of this title (relating to Approved Standard Motorcycle Operator Training Courses), and §31.7 of this title (relating to Motorcycle Requirements) has not been corrected within the time limit prescribed by a suspension.
- (f) An instructor approved by the department shall teach both the classroom and on-cycle phases of the courses for which the approval was granted. Upon department request, the instructor shall be observed by a department appointed evaluator to ensure quality training courses are offered. The evaluator will use the same pass/fail criteria as is utilized to evaluate the student teaching portion of the approved instructor preparation course.
- (g) Instructors approved by the department may not:
- (1) give instructions or allow a student to receive instruction in motorcycle safety if either the instructor or student is using or exhibits any evidence of effect from an alcoholic beverage, controlled substance, or drug as defined in Texas Penal Code, §49.01 et seq.; or
  - (2) complete, issue, or validate a certificate of course completion to a person who has not successfully completed the course. A period of absence for any portion of scheduled course instruction will require that student repeat that portion of instruction prior to issuance of the certificate of completion.

#### **§31.4. Student Admission Requirements.**

- (a) Basic motorcycle operator training courses are open to any person who is:
  - (1) physically and mentally capable of being licensed in Texas as a motorcycle operator; and
  - (2) at least 15 years old on the day the course begins.
- (b) A person who is 15 years old but is less than 18 years old may not enroll into a basic motorcycle operator training course unless he or she can present the proper driver education form verifying successful completion of the classroom portion phase of driver education, has a Class C learner license or an unrestricted Class C, or higher, driver license.
- (c) A person who is 18 years old or older may not enroll into a basic motorcycle operator training course unless he or she has a picture identification to confirm his or her identity.
- (d) Intermediate motorcycle training courses are restricted to persons who are 18 years or older on the day the course begins. For courses that require students to provide his or her own motorcycle, the motorcycle must meet the requirements of §31.7 of this title (relating to Motorcycle Requirements).
- (e) Advanced motorcycle operator training courses are restricted to individuals with a current motorcycle (Class M) driver license. Each student must provide his or her own motorcycle that meets the requirements of §31.7 of this title (relating to Motorcycle Requirements).

#### **§ 31.5. Verification of Motorcycle Operator Training Course Completion.**

- (a) The sponsor will issue a Standardized Motorcycle Operator Training Course Completion Card, MSB-8 to all students who have successfully completed a department approved motorcycle operator training course as outlined in §31.6 of this title (relating to Approved Standard Motorcycle Operator Training Courses).
  - (1) A MSB-8 indicating completion of the department approved basic motorcycle operator training course, is issued to verify that a student age 15 or over has successfully completed the training requirements for a motorcycle driver license.
  - (2) A MSB-8, indicating completion of a department approved intermediate motorcycle operator training course is issued to verify that a student age 18 or over has successfully completed the training requirement for a motorcycle driver license.
  - (3) A MSB-8, indicating completion of the department approved advanced motorcycle operator training course, will be issued by the course sponsor to every student completing the approved advanced motorcycle operator training course.
- (b) The department will accept only an official MSB-8 with the signature of a department approved instructor or designated school official. Photocopies will not be accepted.
- (c) A MSB-8 with an issuance date of over 2 years will not be accepted for the training requirement of a motorcycle license.

#### **§31.6 Approved Standard Motorcycle Training Courses.**

- (a) Except as modified by subsection (c) of this section, the department adopts the educational, safety, and instructor standards for the Motorcycle Safety Foundation's (MSF) basic, intermediate, and advanced motorcycle operator training and instructor preparation courses.
- (b) Approved course curricula are available for inspection at the department's Austin headquarters.
- (c) In addition to these curricula requirements, the minimum standards for motorcycle operator training courses include the items detailed in this subsection:
  - (1) The student to instructor ratio for the basic and advanced course classroom instruction may not exceed 36 students per instructor.
  - (2) The student to instructor ratio for on-cycle instruction may not exceed six students per instructor until the instructor has taught more than six courses. Once this has occurred and the instructor has requested in writing and received written permission from the department, they may teach up to eight students alone. In no case will there be more than 12 students on the range at any given time.
  - (3) The department may change these ratios on a case-by-case basis when such change is justified after considering the available facilities, the safety of the students and instructor(s), and the efficient conduct of the course.
  - (4) A separate motorcycle must be available for each individual student during all on-cycle instruction.
- (d) All participants and instructors must wear protective gear when participating in the on-cycle portion of the course. The minimum protective gear includes:
  - (1) a motorcycle helmet that meets Department of Transportation standards;
  - (2) eye protection;
  - (3) over-the-ankle, sturdy footwear (not cloth, canvas, etc.);
  - (4) long-sleeved shirt or jacket;
  - (5) long, non-flare denim pants or equivalent; and
- (6) full-fingered gloves, preferably leather.

**§31.7 Motorcycle Requirements.**

- (a) A motorcycle must be rejected for use by the instructor if it fails to meet the requirements of this section or if, in the discretion of the instructor, the motorcycle is unsafe or inappropriate for the rider, an instructor, another student, or any other person permitted in the riding area. A motorcycle may be deemed unsafe because of modification, damage, lack of maintenance, nonstandard configuration, or any other substantial safety reason.
- (b) Student-owned motorcycles used in the basic, intermediate, or advanced motorcycle operator training courses must:
  - (1) meet all the requirements for operation on public highways;
  - (2) have proof of adequate insurance coverage available for inspection by an instructor; and
  - (3) pass a safety inspection conducted by the instructor.
- (c) A student may use a borrowed motorcycle if the student can show written permission from the owner to use the motorcycle in the course and if it meets the requirements of paragraphs (1), (2), and (3) of subsection (b).
- (d) A student electing to use a personal or borrowed motorcycle in the basic motorcycle operator training course must sign a waiver form stating that they accept all liability for damages caused by, or to the vehicle.
- (e) A motorcycle provided by a sponsor for use in the basic motorcycle operator training course must meet a minimum of two of the three criteria detailed in this subsection based on the original equipment manufacturer's specifications without modifications:

- (1) an engine displacement of 500cc or less;
  - (2) an unladen weight of 400 pounds or less; or,
  - (3) a seat height of 30 inches or less.
- (f) Motorcycles on loan to sponsors from the department for use in the basic motorcycle operator training course, if deemed unsafe, may be required to be returned to the department.
  - (g) Sponsors may not provide a training motorcycle or riding gear to a student for use in the advanced motorcycle operator training course. If a sponsor provides a motorcycle to a student for use in the basic motorcycle operator training course, the motorcycle:
    - (1) must meet the safety requirements of subsection (a) and subsection (b) of this section; and
    - (2) may, but is not required to, be registered, inspected, or insured for operation on public highways.
  - (h) Motorcycles, trikes, sidecar rigs, or any other combinations of motorcycle equipment used in specialized motorcycle training courses must be in safe operating condition, as determined by the instructor, at the time of use.

### **§31.8 Notice and Hearing Requirements.**

Following a denial, suspension, or cancellation of the approval of a program sponsor or an instructor, notice and opportunity for hearing must be given as provided by Texas Government Code, Chapter 2001, Texas Occupations Code, Chapter 53, and 1 TAC §155.401 (relating to Notice of Hearing).

### **§31.9 Suspension.**

The term of suspension under §31.2 of this title (relating to Contracted Motorcycle Operator Training Sponsor), §31.3 of this title (relating to Motorcycle Safety Instructor, and §31.12 of this title (relating to Licensed Motorcycle Operator Training Sponsor) may not exceed 1 year. The term of suspension may be reduced by the Motorcycle Safety Unit Coordinator if corrective actions have been taken and the reason for suspension no longer exists. If the reason for suspension still exists at the end of the suspension period, the suspension automatically elevates to cancellation of approval.

### **§31.10 Technical Assistance Visits.**

- (a) To ensure quality training courses are offered statewide, Technical Assistance Visits (TAV) will be scheduled and conducted at each of the contracted permanent motorcycle operator training program sites. During the T A V, the focus will be on the quality of the information presented and the sponsor and/or instructors adherence to requirements outlined in §31.2 of this title (relating to Contracted Motorcycle Operator Training Sponsor), §31.3 of this title (relating to Motorcycle Safety Instructor, §31.4 of this title (relating to Student Admission Requirements), §31.5 of this title (relating to Verification of Standard Motorcycle Operator Training Course Completion), §31.6 of this title (relating to Approved Standard Motorcycle Operator Training Courses), and §31.7 of this title (relating to Motorcycle Requirements).
- (b) The T.A.V. will be conducted by department personnel or by persons contracted by the department to perform them.
- (c) While conducting the TAV, the evaluator will observe the instructor using the same pass/fail criteria as is utilized to evaluate the student teaching portion of the approved instructor preparation course. Based on observations, the evaluator will provide the instructor with suggestions to improve his/her curriculum presentations. Instructors not meeting the

requirements of the approved criteria and unwilling to accept and adopt suggestions for improvement will be suspended as outlined in §31.3 of this title (relating to Motorcycle Safety Instructor. Remedial actions necessary to remove the suspension will be determined by the Motorcycle Safety coordinator and may include, but are not limited to:

- (1) attending a department sponsored instructor curriculum refresher course;
  - (2) attending all or portions of a department sponsored instructor preparation course; or
  - (3) present an entire course under the supervision of a Motorcycle Safety Unit staff member, an approved instructor trainer, or other individual expressly designated by the department to perform such duties.
- (d) A department representative may observe specialized motorcycle operator training sites, courses, and trainers for adherence to generally accepted instructional quality and safety practices relative to the type of specialized training for which a license has been issued. Licensed sponsors of specialized motorcycle operator training must provide department representatives access to their sites and instructors for such observations.

### **§31.11 Notification of Legal Actions.**

All sponsors shall notify the Motorcycle Safety Unit with the details of any legal action which has been filed against the sponsor, its officers, or its contracted instructors within 30 days of such action. Failure to notify the department within 30 days is cause for suspension of contract or license.

### **§31.12 Licensed Motorcycle Operator Training Sponsor.**

- (a) A person may not offer or conduct training in motorcycle operation for consideration unless the person is licensed by, or contracts with the designated state agency.
- (b) To qualify for authorization, a sponsor must be approved by the department. The department may deny approval unless a sponsor applicant agrees to provide the training courses in accordance with the department's rules, policies, procedures, and approved curricula. A sponsor applicant must:
  - (1) meet the current driving record evaluation standards established by the Texas Department of Public Safety for school bus drivers pursuant to Texas Transportation Code, §521.022 by supplying a certified copy of an out-of-state driving history if requested;
  - (2) meet the current minimum criminal history requirement pursuant to subsection (h) of this section;
- (c) Approval for a license will be denied unless a sponsor applicant demonstrates the capacity to register students, collect and account for tuition as appropriate, arrange public notice of courses, provide required insurance coverage and make all necessary insurance premium payments, provide use agreement(s), submit and maintain all required records, and contract with, schedule, and compensate department approved instructors, as appropriate and within a reasonable amount of time not to exceed 45 days.
- (d) An entity wishing to offer specialized motorcycle operator training must submit a written request to the department.
  - (1) The request must state whether basic, intermediate, or advanced motorcycle operator training or instructor preparation courses are being offered;
  - (2) the perceived benefits to public safety; and
  - (3) describe how the applicant intends to offer such training in a safe and prudent manner.
- (e) The department may allow such training by entering into a license agreement with the entity

- setting forth the responsibilities and limits of the sponsor and the department.
- (f) The license will authorize the entity to offer specialized motorcycle operator training.
  - (g) The entity must abide by the Texas Sponsor Rules of Professional Conduct.
  - (h) The department may deny or revoke a license to offer specialized training if the applicant:
    - (1) cannot provide sufficient information and documentation to enable the department to evaluate or reevaluate the applicant's request for a license;
    - (2) knowingly presents or allows to be presented to the department any false or misleading information relating to a request for a license;
    - (3) knowingly or recklessly disregards or fails to comply with any departmental rule, written policy, or written procedure regarding specialized motorcycle operator training;
    - (4) knowingly allows an instructor to give, or a student to receive, classroom or riding instruction if either exhibits any evidence of or effects from an alcoholic beverage, controlled substance, or drug as defined in Texas Penal Code, §49.01 et seq.;
    - (5) is convicted under the laws of this state, another state, or the United States, of any felony or offense involving moral turpitude, tampering with a governmental record, driving while intoxicated or driving under the influence of drugs, or an offense committed as a result of the person's criminally negligent operation of a motor vehicle;
      - (A) these particular crimes relate to conducting and teaching courses because the sponsor and instructors are required to be of good reputation, character, and moral conduct, to deal honestly with members of the public, keep records on behalf of the department, and to recognize the importance of, encourage, and practice safe driving and riding techniques;
      - (B) a conviction for a felony offense will not be considered by the department, under this paragraph, if a period of more than 10 years has elapsed since the date of the conviction; and
      - (C) a conviction for an offense other than a felony will not be considered by the department, under this paragraph, if a period of more than 5 years has elapsed since the date of the conviction or of the release of the person from the confinement or supervision imposed for that conviction whichever is the later date; and
      - (D) for the purposes of this section, a person is convicted of an offense when an adjudication of guilt on an offense is entered against the person by a court of competent jurisdiction, whether or not the sentence is subsequently probated and the person is discharged from probation.
    - (6) The department may construe any probation or conviction which is for a criminal offense arising from a penal provision from another state, federal, military, or foreign jurisdiction to be its closest equivalent under the penal provisions of this state.
  - (i) The department may cancel its approval if:
    - (1) it was based on false or incorrect information or mistake, such as clerical or other nonsubstantive errors by either party; or
    - (2) if the discrepancy causing the suspension under these administrative rules has not been corrected within the time limit prescribed by a suspension; or
    - (3) any offense involving tampering with a government record or driving while intoxicated where the offense occurred within the previous 5 years.
  - (j) Each sponsor may designate a program manager to be responsible for signing any forms required of the sponsor not including a department contract. Any person with program responsibilities must meet the same qualification requirements as a sponsor, this includes but is not limited to all owners, partners regardless if considered a silent partner and stockholders of sponsoring entity.

- (k) If the sponsor is an organization, that organization may designate one of its members as the program manager. If the sponsor is an individual, that person shall also be the program manager.
- (l) The control of the sponsor is considered to have changed:
  - (1) in the case of sole proprietorship, when more than 50% of the controlling interest has been sold or transferred;
  - (2) in the case of a partnership or a corporation, when more than 50% of the controlling interest has been sold or transferred; or
  - (3) when the board of directors, officers, shareholders, or similar governing body has been changed to such an extent as to significantly alter the management and control of the sponsor.
- (m) When control of the sponsor has changed, as outlined in subsection (j) of this section, the sponsor must notify the department. The contract will then be canceled and renegotiated through the appropriate rules and regulations.

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**Section III**

**MOTORCYCLE OPERATOR TRAINING COURSE  
PROGRAM SPONSORSHIP**

**I. General.**

- 1) The Motorcycle Safety Unit provides approved motorcycle operator training courses through public and private sponsors statewide. Sponsors enter into a contractual agreement with the Department. The contract provides specific performance requirements for the sponsors.
- 2) The Basic and Advanced Motorcycle Operator Training Courses offered by the sponsors are outlined in this document in Section II, Standards for an Approved Motorcycle Operator Training Course, and the Approved Curricula identified in Section VI, Basic Motorcycle Operator Training Course, and VII, Advanced Motorcycle Operator Training Course.
- 3) Successful completion of the Basic Motorcycle Operator Training Course:
  - a) is required for all applicants before they are eligible to test for a Texas motorcycle license,
  - b) may waive the motorcycle driver license road test for qualified applicants 18 and older; and,
  - c) is an excellent source of information and practice for motorcyclists of all ages and skill levels.
- 4) The Advanced Course is designed for experienced motorcyclists of any age who have sufficient riding skills and experience to operate a motorcycle with basic proficiency. This usually means that the rider has several months of riding experience but not necessarily.

**II. Sponsor General Responsibilities.** Each sponsor must provide:

- 1) **Suitably equipped classroom facilities.** The classroom cannot be located in a private residence and must adequately accommodate the students and the Instructor (s) and should contain:
  - a) desks or tables with suitable writing space and chairs for each student,
  - b) Instructor's desk or podium and chair,
  - c) table(s) for audio visual equipment,
  - d) chalk or dry-erase marking board; and,
  - e) appropriate audio visual equipment.

- f) Classroom Location. It is not necessary that the classroom be located in close proximity to the riding area. If it is not possible to locate the classroom near the range, time must be added to the course schedule to permit travel between the two locations.
  - g) Classroom Ownership/Control. The classroom need not be owned or controlled by the sponsor. Agreements can be made to borrow, lease, or rent a classroom. If this is the case, a written agreement must be completed and a copy of the agreement sent to the Motorcycle Safety Unit. It is important to have a written agreement to avoid confusion should the facility ownership or management change.
  - h) Classroom Audio Visual Equipment Requirements. As a minimum, a television, with a screen large enough to be seen by all students and either a video cassette player or DVD player (preferred) are required for all classroom presentations. Computer presentations may be used in lieu of a VCR or DVD player if they can be displayed adequately for an entire classroom of students.
- 2) **A paved practice riding area.** The sponsor must have access to a practice riding area of approximately 200 feet by 300 feet. Though there is some flexibility in range design and exercise location, there are certain conditions that must be met.
- a) The practice riding area must:
    - i) Be paved and be free of potholes and other hazards and obstacles and have a distance of 20' or more from the intended perimeter to a flat surface such as grass, 30' or more to a curb, column or light pole and 40' to a building, hard wall, fence or traffic.
    - ii) Be relatively flat with preferably no more than a five degree slope.
    - iii) Be capable of being closed to other vehicular and pedestrian traffic while the riding portion of the course is taking place.
    - iv) Staging area must be a safe distance from the intended path of travel.
- NOTE:** If there are questions relating to the suitability of the proposed practice riding area, forward complete specifications of the area to the Motorcycle Safety Unit for approval.
- b) Practice Riding Area Layout and Painting. The Department will provide initial riding area layout and painting. Touch-up or repainting of the practice riding area is the responsibility of the sponsor. The Department will provide the paint-stripping machine and paint for touch-up or repainting.
  - c) Practice Riding Area Ownership/Control. The practice riding area need not be directly owned or controlled by the sponsor. Agreements can be made to borrow, lease, or rent a practice riding area. If this is the case, a written agreement must be completed and a copy of the agreement sent to the Motorcycle Safety Unit. It is important to have written agreements to avoid confusion if the facility ownership or management should change.
  - d) The sponsor must provide adequate restroom facilities near the riding area (or schedule ample time in breaks to allow students to drive to and from the facilities).
  - e) The sponsor must provide a shaded area for students on breaks.
- 3) **A secure storage area or facility for motorcycles and course equipment.** Training motorcycles and associated range equipment (cones, first aid kit, fire extinguisher, etc.) must be stored in a physically and environmentally secure area. The storage area should be near the practice riding area and be large enough to accommodate the training motorcycles and

associated range equipment. While there are no specific size requirements, an area of approximately three feet by seven feet is recommended for each training motorcycle.

- 4) Administrative capabilities to register students and collect and account for student tuition,
- 5) Properly contracted, scheduled, and compensated Department-approved Instructors,
- 6) Local course promotion,
- 7) Program insurance,
- 8) Timely student reports to be submitted electronically by the third business day following the end of each class using Department provided reporting system.
- 9) All equipment and supplies necessary to start and maintain a quality program, (other than those supplied by the Department).

**III. Sponsor Responsibility Specifics.** The following information is provided to assist motorcycle operator training site sponsors in meeting the above listed responsibilities. Contracts executed between the Department and a specific motorcycle operator training site sponsor take precedence over this section.

- 1) **Administrative Capabilities.** The training site sponsor must be capable of:
  - a) promoting the course locally with Department-provided and locally produced promotional literature (additional information relating to course promotion is contained in Section IX);
  - b) registering students using locally established procedures;
  - c) collecting and accounting for student tuition. (Standardized accounting practices should be used when collecting and accounting for student tuition fees);
  - d) providing course insurance of at least \$2,000,000 in liability and \$10,000 in medical coverage (contact information for course insurance providers is available from the Motorcycle Safety Unit); and,
  - e) Purchase Voucher (when appropriate). The Purchase Voucher must be accurate and complete. Purchase vouchers containing errors, marked out areas, or erasures may be returned to the sponsor for correction and re-submission.
  - f) Student Report. The student report must be accurate and complete before submission. If a student fails the course for errant behavior, the Instructor must explain when and why the failure occurred.
  - g) Serialized Motorcycle Operator Training Course Completion Card (MSB-8). The three-part serialized completion certificate is a NCR (no-carbon-required) form. Type or legibly print the information on this card to ensure legibility. The sponsor retains the original (top) copy with the other course paperwork.

- h) Non-Serialized Motorcycle Operator Training Course Completion Card (MSB-8R). When issuing a replacement certificate, the original completion number and course date must be used. For auditing purposes, you must either retain a copy of the replacement card or list the information of replacement cards issued, i.e. name, course level, original number and original course end date. Issuance of replacement certificates are the responsibility of the Sponsor within the records retention period.
  - i) Accident Report Form. This form must be completed for every accident, regardless of accident severity, in every instance where anything other than the tires or sidestand touch the ground or other object. Follow the insurance provider's requirements when forwarding their copy. Forward a copy of the accident report forms to the Motorcycle Safety Unit with the course paperwork within 48 hours. For any accidents that require a police report, submit a copy as reasonably soon as possible.
- 2) **Retention of Course documentation.** Sponsors must retain the following documentation for the period specified in their contract (three fiscal years plus current fiscal year). This documentation may be stored electronically.
- a. A copy of every document related to each class and each student.
  - b. Consent for Medical Treatment. This form is required for all minors enrolled in a course so medical treatment, other than lifesaving, can be rendered if necessary.
  - c. Waiver Form. Must be completed for all students prior to any on-cycle instruction. For minors, a parent or legal guardian must sign the waiver form.
  - d. The original, or top, copy of the serialized Motorcycle Operator Training Course Completion Card.
  - e. Course Evaluation Forms. These forms are a valuable source of information for the sponsor and, when requested, the Motorcycle Safety Unit. They indicate the students' perception of the course, the Instructor's presentation and the condition and the use of equipment and the facility. They also provide demographics for future promotional use.
  - f. Knowledge and Skill score sheets.
  - g. Incident Report(s).

**3) Department-Approved Motorcycle Safety RiderCoach/Instructor (RC), Range Assistants (RA) and RiderCoach/Instructor Candidates (RCC).** If any doubt exists about an RC, RA or RCC approval by the Department, contact the Motorcycle Safety Unit.

- a) RiderCoach/Instructor (RC) shall be used during the conduct of Basic or Advanced Courses. Sponsors shall obtain, prior to initial scheduling, a copy of their COA stating curriculum approval.
- b) Range Assistant (RA) may be used during the conduct of Basic or Advanced Courses. Sponsors shall obtain, prior to initial scheduling, a copy of their COA.
  - i) Prior to gaining Department approval, RAs must complete an application and abide by and sign a Rules of Professional Conduct. This process includes the verification of meeting the same driving and criminal history requirements as a RiderCoach/Instructor with the exception of holding a three year motorcycle license.
  - ii) RA duties, at the discretion of the Sponsor, may include cone management, moving motorcycles and motorcycle maintenance. No portion of the curriculum may be conducted by the RA to include teaching of the classroom and range or answering students' questions as related to the curriculum.
  - iii) Minimum age for Range Assistant is 18 years old on the date of application.
- c) RiderCoach/Instructor Candidate (RCC) may be used during the conduct of Basic Courses. Sponsors shall obtain, prior to initial scheduling, a copy of their letter from the Department stating basic requirements have been met.
  - i) RCCs are required to volunteer with a Sponsor to observe a minimum of three Basic RiderCourses (BRCs) to increase their knowledge prior to the RCP. This requires them to attend all fifteen hours of each class. As an RCC they are required to:
    - Observe and understand the complete flow of the BRC.
    - Become familiar with how the RiderCoach Guide (RCG), RiderCourse Handbook and Training Aids interrelate.
    - Observe the use of adult learning principles, motor skills development and learner-centered facilitation.
    - Become familiar with and set up the range exercises as outlined in the Range Cards.
    - Discuss with Instructors and become familiar with range management activities and evaluation and coaching.
    - At a minimum, an RCC must possess skills and abilities superior to a novice rider.
    - Upon completion of each observation, submit a Letter of Progress (LOP) and completed Assignment to their designated Training Officer. These documents must be returned to their Training Officer prior to scheduling their next observation at which time they will receive a new LOP and Assignment.
  - ii) After participation in a minimum of three BRCs, the RCC will be recognized as a RiderCoach/Instructor Apprentice (RCA). RCAs are required to volunteer with a Sponsor to conduct a minimum of one Basic RiderCourse (BRC) to increase their knowledge prior to the RCP. This requires them to teach an entire BRC under supervision of an experienced Instructor. They are not to be included in the Instructor to student ratio or approved to coach; this includes coaching exercises, conducting

simulated practices or exercise debriefs. RCAs are required to conduct the activities below while under the direct supervision of an Instructor:

- Present classroom material using RiderCoach Activities or Lesson Plans as outlined in the RCG.
- Read the range cards to the participants prior to exercises.
- Read the evaluation points while an RC is riding the demonstration.
- Ride technically correct demonstrations
- Upon completion of each class, submit a Letter of Progress (LOP) and completed Assignment to their designated Training Officer. These documents must be returned to their Training Officer prior to scheduling their next observation at which time they will receive a new LOP and Assignment.
- While waiting for the RCP, they may continue to participate as an RCA as available and allowed by the Sponsor.

- 1) **Equipment and Supplies.** The sponsor must provide the following equipment and supplies for the start-up and maintenance of a motorcycle operator training course.
  - a. Fire Extinguisher. A class ABC, or equivalent, fire extinguisher must be readily available whenever on-cycle instruction is taking place. The fire extinguisher must be stored in the same location as the training motorcycles and moved to the practice riding area with the motorcycles.
  - b. First Aid Kit. A first aid kit must be available whenever on-cycle instruction is taking place. Though there is no specific size and content list for the first aid kit, it must be adequate for treating moderate cuts, burns and abrasions. The first aid kit should contain disposable surgical gloves to prevent transmission of disease.
  - c. Gasoline. Check with local fire authorities before storing gasoline in your storage area. If possible, the extra gasoline should be maintained at or near the storage area for refueling the training motorcycles before, during, or preferably, after each course. Use only containers approved for transportation and storage of gasoline.
- 2) **Non-compliance.** Pursuant to Section 662.008 of the Texas Transportation Code and 37 T.A.C. Chapter 31, the Department has the right to deny, suspend or cancel Sponsor's contract or license.

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**Section IV**

**DEPARTMENT RESPONSIBILITIES**

**I. Overview.** The Department of Public Safety Motorcycle Safety Unit is responsible for administering and coordinating the statewide Motorcycle Operator Training and Safety Program as required by Texas Transportation Code, Section 662. The Department solicits support from and contracts with a variety of private and public entity sponsors that conduct basic and advanced motorcycle operator training courses in their community.

**II. General.** The Motorcycle Safety Unit provides material and technical assistance to contracted sponsors as identified below.

1) **Material Assistance.** When a new training site is established, the Motorcycle Safety Unit provides a supply of materials. The level of supply is based on the first 100 students. The Department provides replacements of the materials on an as needed basis. The basic supply of materials includes, but may not be limited to:

- Instructional Materials (1 set per sponsor).
  - i) Course related video in DVD format.
- RiderCourse Handbooks are provided for the first 100 students, beyond this supply they must be purchased from the curriculum provider.
- RiderCourse Range Cards are provided; one set for ranges approved for up to 9 students, two sets for ranges approved for up to 12 students. Beyond this supply they must be purchased from the curriculum provider.
- Motorcycle Operator Manuals when available (Basic RiderCourse only).
- Helmets in various sizes when available.
- Training motorcycles on a free loan basis when available and based on area need.
- Traffic cones for identifying path of travel on the practice riding area when available. Beyond this supply they must be purchased by the Sponsor.
- Program patches, decals, and lapel pins when available.
- Promotional materials including posters, brochures, camera-ready artwork for ads, etc.

- Course forms. Course forms can be found on our website as Word, Excel or Adobe files.
- 2) **Technical Assistance.** The Motorcycle Safety Unit provides the following technical assistance to its contracted training site sponsors.
- Initial layout and painting of the practice riding area.
  - Program initiation activities, such as guidance on the acceptability of possible practice riding areas, classroom locations, and storage facilities.
  - Guidance on making arrangements for loan motorcycles.
  - Contract Delivery. Whenever a new sponsor contract is issued, a representative from the Motorcycle Safety Unit will meet with the sponsor's administrative personnel to discuss:
    - i) Administrative Rules relating to program sponsorship,
    - ii) Responsibilities of the contractor, including course reporting,
    - iii) Materials, supplies, and services that will be received from the Motorcycle Safety Unit and its personnel,
    - iv) Program monitoring procedures,
    - v) Sponsor contract contents,
    - vi) Audit requirements and records retention; and,
    - vii) Submission of training schedules.
  - Contract Compliance Audit. Contract Compliance Audits are conducted periodically by department personnel to evaluate the training facility and examine the sponsor's administrative performance. The goal is to provide recommendations, if necessary, and to assist the sponsor in improving the sponsor's administrative function.
  - Technical Assistance Visits. Technical assistance visits are conducted by Department personnel or contracted individuals. The goal is to work with a sponsor's administrative staff based on the needs of the sponsor to ensure compliance with the safety and education standards of the approved curricula.
  - Program promotion. Section XIXI of this Administrative Guide provides additional guidance relating to program promotion. The Motorcycle Safety Unit conducts periodic campaigns to promote the motorcycle operator training courses as well addressing driver education. Copies of the Motorcycle Safety Unit's promotional materials are available free of charge to course sponsors, Instructors, and other safety-related individuals. The Materials Request Form can be found on our website.
  - Listings of Department Approved Instructors. The Motorcycle Safety Unit has provided Department Approved Instructors with access to an online Instructor Zone where they can select the option to make their contact information visible to Sponsors. The list of Instructors can be accessed from Sponsor Zone. The Motorcycle Safety Unit will not share Instructor contact information if the Instructor has not authorized it. The Motorcycle Safety Unit is not

responsible for supplying a Sponsor with Instructor or assisting in advertising coaching positions available.

- Instructor Training and Curriculum Updates. The Motorcycle Safety Unit organizes and conducts Instructor Preparation Courses based on the need for Instructor. The Motorcycle Safety Unit conducts curriculum updates for current Instructor as needed; based on curriculum changes, instructional deficiencies noted during Technical Assurance Visits, or requests.

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**Section V**

**INSTRUCTOR RESPONSIBILITIES**

**I. General.** Instructor must be approved to teach approved motorcycle operator training courses in Texas. Approval is granted based on the Instructor meeting several requirements. The primary requirement is that Instructors be nationally certified through a Motorcycle Safety Foundation Instructor Preparation Course.

**II. Instructor Approval.** Approval to teach the Basic and Advanced Motorcycle Operator Training Courses in Texas can be received in one of two ways.

**1) Basic Motorcycle Operator Training Course.**

- a) If an individual applies for and receives Instructor training offered or approved by the Department, the approval to teach the Basic Course is automatic. All requirements for approval are investigated and verified prior to acceptance in the Instructor Preparation Course (RCP).
- b) If an individual receives Instructor training not offered or approved by the Department, they must request and complete a Motorcycle Safety Unit application for approval. The information will be reviewed, and if all requirements are met, approval will be granted.

**2) Advanced Motorcycle Operator Training Course.** Instructors approved to teach the Basic Course must attend a Department-approved Experienced Rider Course (ERC) curriculum update before approval is granted to teach the Advanced Course. If an out-of-state or military Instructor has previously attended an ERC update, the Department may grant their approval along with their Basic Course approval.

**III. Instructor Standards.** Instructors must adhere to all Department-approved standards and guidelines to maintain approval for teaching. All Instructors are required to:

- 1) Conduct quality rider training courses using Department-approved curricula as listed in Section II, Standards for an Approved Motorcycle Operator Training Course, Section VI, Basic Motorcycle Operator Training Course, and Section VII, Advanced Motorcycle Operator Training Course.
- 2) Maintain a driving record that meets the current driving record standards established by the Texas Department of Public Safety for school bus drivers pursuant to Texas Transportation Code, Section 521.022. The driving record of every Instructor applicant is verified prior to acceptance in a RCP. If the record is not satisfactory, the application is denied. The driving records of Instructors applying for approval are verified before approval is granted. Additionally, the driving record and any criminal history of every approved Instructor is

checked prior to recertification. Those not maintaining a satisfactory record will have their approval to teach cancelled.

- 3) Instructors must show proof of successful completion of hands-on cardiopulmonary resuscitation (CPR) and Basic First Aid or Trauma First Aid training from a nationally recognized provider. Training courses must be attended in person and provide hands-on skills practice and will only be accepted from Providers that meet or exceed the curriculum standards of American Red Cross, American Heart Association, DOT or NHTSA. As an example, Trauma First Aid includes First Responder (DOT/NHTSA) curriculum and Accident Scene Management Inc (ASMI); ASMI is training specifically for injured motorcyclists. Additional certification may be accepted for those in the medical profession.
- 4) Complete required course documentation and forward to sponsor. A listing of course documents is contained in Section III, Program Sponsorship, of this document.
- 5) Project a professional appearance and attitude. Professional Instructors are the key to course credibility. Instructors should project a professional appearance and attitude whenever they are before the public representing motorcycle operator training. This particularly applies to Instructors involved in observing or teaching a basic or advanced motorcycle operator training course. Other instances when this would be applicable would be during recreational riding, visiting motorcycle dealerships, or meeting with motorcycle organization members.
- 6) Assist sponsor in maintaining and transporting training motorcycles. Specifics of this should be part of a separate agreement between the Instructor and the sponsor and may not necessarily be a function of an Instructor. Properly maintained training motorcycles are important, as they are a safety factor and lend a degree of professionalism to the course. If Instructors have the knowledge and ability to perform these functions, they can play an important part in the success and professionalism of the courses they teach.
- 7) Assist the sponsor with course promotion. Instructors are typically more familiar with the local motorcycle dealers and organizations than are course administrators and can often gain greater acceptance when promoting the course through these outlets.
- 8) Wear full protective equipment whenever riding. Protective equipment provides comfort and protection to the rider and by wearing it when they ride. Instructors are expected to set an example by practicing what they teach.
- 9) Maintain Motorcycle Safety Foundation RiderCoach certification. Instructors must maintain a record of the classes they teach and any professional development programs they attend and provide the information on their RiderCoach recertification survey.
  - a) To maintain Texas approval not all forms of learning activities as described in the RiderCoach Guide are accepted; an Instructor must play an active role in his/her learning. The following “learning activities” from the RiderCoach Guide will not be accepted ... reading an article or book about motorcycling or safety, reading a motorcycle magazine that devotes attention to safety. Since MSF’s goal is for “a RiderCoach to be placed in the position of a learner to aid in seeing a student perspective when it comes to learning

something new”, Texas requires a RiderCoach to be placed in the position of a student in a learning environment to be considered for this requirement.

- 10) Supervise range Assistant(s). If a Range Assistant is used during the conduct of Basic or Advanced Courses, the Instructor is responsible for his or her actions.
- 11) Supervise RiderCoach/Instructor Candidate(s). If a RiderCoach/Instructor Candidate (RCC) is observing or conducting a Basic RiderCourse, the Instructor is responsible for his or her actions. If an RCC is conducting an apprenticeship, or RiderCoach/Instructor Apprentice (RCA), the quality of student training is the responsibility of the RiderCoach/Instructor (RC) as BRC students must receive correct and adequate information. RCs are encouraged to give RCAs feedback and critique the RCA’s performance. To avoid decreasing the credibility of the curriculum and the RCA, RCs should unobtrusively correct any inadequacies in the classroom or of riding demonstrations and should be done away from students and in a positive manner. RCs should take notes of the RCAs performance in order to conduct an accurate debrief. RCs should be prepared to answer questions by MSU representatives regarding the RCA’s activities and performance.
- 12) Report all accidents, regardless of accident severity, in every instance where anything other than the tires or sidestand touch the ground or other object. Accident report forms must be completely and accurately filled out and returned to the sponsor with all other course paperwork.
- 13) Maintain contact with and report significant information changes to the Motorcycle Safety Unit. Whenever Instructors changes their address, home or work phone number or email address, they should provide the new information to the Motorcycle Safety Unit. Current information is necessary in order for Instructors to be contacted about course related information, to receive recertification surveys, or to promptly receive literature from the Motorcycle Safety Unit. All information changes must be reported using Instructor Zone.
- 14) Possess up-to-date technical knowledge. This knowledge may be received from several sources such as motorcycle-related publications, Motorcycle Safety Unit Newsletters, and the MSF Safe Cycling magazine. Being an Instructor requires continuous learning about motorcycling. This will help in answering questions from course students and the general public.
- 15) Maintain contact with and, when possible, teach with other Instructors in your area. Continuity among Instructors is an important part of overall course professionalism.
- 16) Forward Instructor information to the Motorcycle Safety Foundation. Current information is necessary in order for Instructor to be contacted about course related information, to receive recertification surveys, or to promptly receive literature from either the Motorcycle Safety Unit or the Motorcycle Safety Foundation.

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**Texas Department of Public Safety  
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**Section VI**

**BASIC MOTORCYCLE OPERATOR TRAINING COURSE**

**I. General.** This section contains the Basic Motorcycle Operator Training Course approved curricula, course enrollment requirements and financial considerations. The basic course is designed to teach new, inexperienced, or experienced motorcyclists basic riding skills, which are then applied to street riding situations using defensive riding strategies.

**II. Approved Curricula.** The approved Basic Motorcycle Operator Training Course is the current version of the Motorcycle Safety Foundation's Basic RiderCourse.

**1) Retest policy**

- a. Knowledge. No retest allowed except for oral retest due to reading disability.
- b. Skill. One retest allowed within 30 days.

**III. Course Enrollment Requirements.** There are a number of general requirements that must be met by all students prior to enrolling in the basic course. Minors have additional requirements to meet.

**1) General Requirements.** Persons enrolling in the basic course need not own nor be able to operate a motorcycle. However, they must be of licensing age (15 years) on the first day of the course, have the ability to ride and balance a bicycle, and be physically and mentally capable of being licensed. Students must use the following protective clothing and equipment during the course.

**2) Helmet.** The course sponsor provides U.S. Department of Transportation (DOT) approved safety helmets for use by every student in the course. The department typically provides helmets for the sponsors.

- a) if modular helmets are to be used (donated or student-owned) they must be worn as directed in the helmet owner's manual for all riding portions of class.
- b) hats/caps may not be worn under helmets as they do not allow helmets to fit snugly.

**NOTE:** Sponsors may purchase or accept donated helmets providing the helmets are in like-new condition and meet U.S. Department of Transportation (DOT) standards. Students may use their own helmet during the course providing the helmet is in good condition and meets DOT standards. Instructors have the final say in accepting or rejecting a personal helmet for use in the course.

- 3) Full-Fingered Gloves. Students should provide their own full-fingered gloves for use during the course. If they do not have any or cannot purchase them, the sponsor may provide them. The Department supplies sponsors with a limited number of gloves for use in the course.
- 4) Eye Protection. Students should provide their own eye protection (i.e., shatter-resistant glasses, sunglasses, goggles, etc.) for use during the course. The department supplies a limited number of face shields for use on some of the training helmets.
- 5) Over-the-Ankle Footwear. Students must provide their own over-the-ankle footwear for use during the course. Low-heeled boots are recommended for use in the course; however, leather or padded high-top athletic shoes are permitted.
- 6) Long-sleeved Shirt/Jacket. Students provide their own long-sleeved shirt/jacket.
- 7) Long Pants. Students must provide their own long pants. Durable denim jeans are suggested for wear during the course.
- 8) **Requirements for Minors.**
  - a) Parental Permission. Minors (under 18 years of age) must have a parent's or legal guardian's permission to attend the course. Permission is considered granted when the parent or legal guardian signs the course waiver. The course sponsor should attempt, within their capability, to ensure that the individual signing the waiver is in fact the parent or legal guardian.
  - b) Consent for Medical Treatment of a Minor. Minors (under 18 years of age) must have a parent's or legal guardian's signature on this form to attend the course. The course sponsor should attempt, within their capability, to ensure that the individual signing the form is in fact the parent or legal guardian.
  - c) Completion of Classroom Phase of Driver Education. Anyone under the age of 18 must complete the appropriate amount of a Driver Education Course to be eligible for a Class C instructional permit before being eligible to enroll in a Basic Motorcycle Operator Training Course. Proof of completion of the Drivers Education prerequisite is a Department issued form, Class C Instructional Permit or an unrestricted provisional Class "C" or higher license.

**NOTE:** The term "unrestricted," as used in this context, does not refer to restrictions based on vision, hearing, or disabilities. For this purpose "unrestricted" means not limited to certain hours of operation or certain paths of travel to specific places, or restricted to a licensed driver over the age of 21 in the vehicle (or in sight in the case of a motorcycle permit). The term "provisional" means only that the holder of the license is under the age of 18 years. It is indicated by the license holder's photograph being a profile view, rather than a frontal view, and the word "Provisional" above the name of the licensee.

- i) **Temporary Licenses.** Sponsors and Instructors may not accept a temporary license of any kind as proof of completion of driver education. Temporary licenses are sometimes used to indicate a "hardship" license, which is issued as a temporary license renewable

every 60 days until an emergency situation is resolved, or until the minor meets the qualifications for a provisional license.

- ii) Driving Record or DE-964. Students can provide a copy of their driving record or a DE-964 as proof of meeting the requirement of Driver Education.

**IV. Financial Considerations.** This section outlines the financial considerations involved in sponsoring a Basic Motorcycle Operator Training Course, including a comparison of income versus expenses. Course expenses are divided into two categories; initial, or one-time, and recurring, or per-class. Program administrative costs (clerical, telephone, etc) are not included in the estimates, as they must be individualized depending on sponsor circumstances. Sources of course income and examples of the overall financial plan are also included. Income and expenses for the mobile motorcycle operator training program are somewhat different and are detailed separately. **All costs are approximate and do not include motorcycles or rent.**

## Basic Course Expenses

### 1. Initial (one-time) Estimates

<u>Item</u>	<u>Quantity</u>	<u>Cost</u>
Fire Extinguisher	1	\$45.00
First Aid Kit	1	\$45.00
Tool Kit (Optional)	1	\$60.00
Battery Charger (Optional)	1	\$40.00
Audio Visual Equipment		\$1000.00
TV monitor and VCR or DVD Player or computer projection screen.		
Storage facility (if needed)		\$4500.00

### 2. Recurring (Per-Class) Estimates

- a. Lease of classroom, range and/or storage facility: The price for leasing a classroom, range, and/or storage facility vary from one training location to another and are not included in the cost analysis. These costs can sometimes be a determining factor when it comes to a profit/loss of a sponsor.
- b. Rider Handbooks: \$1.60 each plus shipping; approximately \$2.00 per student.
- c. Gasoline for Motorcycles: Gasoline usage is estimated at one gallon of gasoline, per student, per class.
- c. Insurance: Insurance rates listed are based on the current RiderCourse Insurance available from the Motorcycle Safety Foundation. If a particular course is insured through another carrier, those rates must be substituted. RiderCourse Insurance rates are as follows:

(1) Liability/Blanket Accident Coverage: \$9.00 per basic course student and \$8.00 per advanced course student enrolled. Insurance is paid if student attends any part of the course and is not contingent on the student completing the course.

(2) Instructional Staff Blanket Accident Coverage: \$1.00 per class.

e. Training Motorcycle Loss/Physical Damage Coverage: Charged per enrolled student, \$1.00 per student on motorcycles smaller than 350cc, \$1.50 per student on motorcycles over 350cc . (Although optional, this coverage is highly recommended.)

f. Instructor Salaries: Instructor salaries are based on the sponsor's pay scale. The Instructor salary in Texas averages approximately \$25.00 per hour. Total Instructor costs are based on the number of Instructors and the number of hours they teach. Approved curriculum standards allow a single Instructor to teach thirty-six students in the classroom, but only six (eight if the Instructor has Department approval to do so) on the range. Most sponsors schedule one Instructor for six students or two Instructors for twelve students for both classroom and range. Though the Department's approved curriculum calls for 15 hours of instruction, Instructors are typically paid for 18-20 hours. The additional time allows for class preparation and motorcycle inspection and periodic maintenance.

**B. Basic Course Income.** The only source of income for motorcycle operator training site sponsors is student tuition.

1. Student tuition. Each training program establishes its own tuition rate providing it does not exceed the amount allowed in the contract. Current contracts allow for a maximum of \$235.00 student tuition. Tuition covers all instruction and course materials. No other fees including administrative, laboratory, etc. may be charged.

**C. Basic Course Financial Example.** To conduct a fiscal analysis on a per-course basis, the expenses (Instructor, insurance, and initial) must be compared to the income. The previously listed one-time expenses are averaged out over a one-year period. For the year, one-time expenses average \$100.00 per month. This does not include storage facility costs. For many programs this expense is much less if the audiovisual equipment is already available. If that is the case, the one-time expenses work out to less than \$16.00 per month. Below are examples for twelve and six student classes conducted at a rate of one per month. If more or less than one class per month is conducted, the one-time expenses must be recalculated accordingly. Remember that neither example includes administrative costs.

1. Twelve Student Class.

Expenses:

Instructor Salaries (Two Instructors @ 20 hours ea. x \$25.00 per hours)	\$1000.00
Insurance (motorcycles under 350 CC) (\$10.00 x 12)	120.00
Gasoline (12 x \$3.50)	42.00
One-time Equipment Average	16.00
	=====

TOTAL EXPENSES	\$1178.00
Income [\$235.00x 12]	<u>\$2,820.00</u>
<b>Net Income</b>	<b>\$1,642.00</b>

2. Six Student Class.

Expenses:

Instructor Salary	\$500.00
Insurance (\$10.00 x 6)	60.00
Gasoline (6 x \$3.50)	21.00
One Time Equipment	16.00
	=====
TOTAL EXPENSES	\$597.00
Income [\$235.00x 6]	<u>\$1,410.00</u>

<b>Net Income</b>	<b>\$813.00</b>
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The profit or loss depends on the number of students per class. Based on the above figures, with one Instructor, a program can break even with four students; with two Instructors, the program can break even with seven students.

**D. Mobile Program.** Financially, mobile training programs operate differently than do permanent programs. Basic course students pay the same tuition (\$235.00); however, expenditures are different. Motorcycle Safety Unit staff member using Department-owned equipment and a mobile classroom teaches mobile courses. Consequently, sponsors reimburse the Department for travel costs (\$700.00 maximum) associated with the course.

# Motorcycle Operator Training Program Administrative Guide

## Section VII

### INTERMEDIATE MOTORCYCLE OPERATOR TRAINING COURSE

**I. General.** This section contains the Intermediate Motorcycle Operator Training Course approved curricula and course enrollment requirements. The intermediate course is designed to improve a motorcyclist's knowledge of street survival skills and skills in cornering, braking, and swerving to avoid obstacles.

**II. Approved Curricula.** The approved Intermediate Motorcycle Operator Training Course is the most current version of the Total Control Intermediate Riding Clinic.

**III. Course Enrollment Requirements.** The Intermediate Motorcycle Operator Training Course is designed for experienced, licensed or unlicensed motorcyclists. Before enrolling, motorcyclists should have several months of riding experience that includes riding in a variety of situations; residential streets, freeways, rural and congested roadways.

- 1) Students must be 18 years of age or older on the day of class. Riders must successfully achieve the objectives the qualifying entry exercise and must successfully achieve the objectives of subsequent exercises to continue in the course.
- 2) Protective equipment requirements are the same as for the Basic Course. The Intermediate Course students supply their own protective equipment. Students must use the following protective clothing and equipment during the course.
  - a) Helmet. The course sponsor provides U.S. Department of Transportation (DOT) approved safety helmets for use by students that do not have a helmet or whose helmet appears to not meet DOT standards.
  - b) Full-Fingered Gloves. Students should provide their own full-fingered gloves for use during the course. If they do not have any or cannot purchase them, the sponsor may provide them.
  - c) Eye Protection. Students should provide their own eye protection (i.e., shatter-resistant glasses, sunglasses, goggles, etc.) for use during the course. The Department supplies a limited number of face shields for use on some of the training helmets.
  - d) Over-the-Ankle Footwear. Students must provide their own over-the-ankle footwear for use during the course. Low-heeled boots are recommended for use in the course; however, leather or padded high-top athletic shoes are permitted.
  - e) Long-sleeved Shirt/Jacket. Students provide their own long-sleeved shirt/jacket.

- f) Long Pants. Students must provide their own long pants. Durable denim jeans are suggested for wear during the course.
- 3) The student's motorcycle must be a properly registered and insured street-legal motorcycle that passes the T- CLOCS inspection. We recommend that the sponsors provide a copy of the T- CLOCS checklist to students as they register for the course. Students can then ensure that their motorcycle will meet course requirements. Instructors may reject motorcycles for use in the course due to unsafe modifications, maintenance deficiencies, or other safety related concerns.
- 4) Proof of minimum liability insurance coverage for the motorcycle used in the course.
- 5) A completed "Waiver Form" supplied by the sponsor. If the sponsor sends the waiver form to the student at the time of registration, it will expedite the administrative portion of the course.

**IV. Mobile Program.** Student tuition for an Intermediate Motorcycle Operator Training Course conducted through the Mobile Program is \$250.00. In lieu of a course reimbursement, the Department provides the Instructor and all equipment and materials required for the course, not including motorcycles. The Mobile sponsor reimburses the Department for travel expenses.

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**Section VIII**

**ADVANCED MOTORCYCLE OPERATOR TRAINING COURSE**

**I. General.** This section contains the Advanced Motorcycle Operator Training Course approved curricula, course enrollment requirements and fiscal considerations. The advanced course is designed to improve a motorcyclist's knowledge of street survival skills and skills in cornering, braking, and swerving to avoid obstacles.

**II. Approved Curricula.** The approved Advanced Motorcycle Operator Training Course is the most current version of the MSF Experienced RiderCourse (ERC) Suite Skills Plus RiderCourse. The ERC Knowledge and Skill Evaluations are approved for use at the Sponsor's discretion but are not required.

**III. Course Enrollment Requirements.** The Advanced Motorcycle Operator Training Course is designed for experienced, licensed motorcyclists. Before enrolling, motorcyclists should have several months of riding experience that includes riding in a variety of situations; residential streets, freeways, rural and congested roadways.

- 6) Students must possess a current, valid motorcycle license and use a personal motorcycle. Any passengers participating in the course must not affect the safety and learning for other participants in the program. Riders must successfully achieve the objectives of Exercise 1, Control at Low Speed, and must successfully achieve the objectives of subsequent exercises to continue in the course. Using the Instructor's evaluation of a rider's skill level as a determining factor, the Instructor(s) conducting the course are responsible for determining if a rider in the riding exercises may carry a passenger.
- 7) Protective equipment requirements are the same as for the Basic Course. The Advanced Course students typically supply their own protective equipment. If necessary, sponsors may provide a helmet and gloves to advanced course students. Students must use the following protective clothing and equipment during the course.
  - a) Helmet. The course sponsor provides U.S. Department of Transportation (DOT) approved safety helmets for use by students that do not have a helmet or whose helmet appears to not meet DOT standards.
  - b) Full-Fingered Gloves. Students should provide their own full-fingered gloves for use during the course. If they do not have any or cannot purchase them, the sponsor may provide them.
  - c) Eye Protection. Students should provide their own eye protection (i.e., shatter-resistant glasses, sunglasses, goggles, etc.) for use during the course. The Department supplies a limited number of face shields for use on some of the training helmets.

- d) Over-the-Ankle Footwear. Students must provide their own over-the-ankle footwear for use during the course. Low-heeled boots are recommended for use in the course; however, leather or padded high-top athletic shoes are permitted.
  - e) Long-sleeved Shirt/Jacket. Students provide their own long-sleeved shirt/jacket.
  - f) Long Pants. Students must provide their own long pants. Durable denim jeans are suggested for wear during the course.
- 8) The student’s motorcycle must be a properly registered and insured street-legal motorcycle that passes the T- CLOCS inspection. We recommend that the sponsors provide a copy of the T- CLOCS checklist to students as they register for the course. Students can then ensure that their motorcycle will meet course requirements. Instructors may reject motorcycles for use in the course due to unsafe modifications, maintenance deficiencies, or other safety related concerns.
- 9) Proof of minimum liability insurance coverage for the motorcycle used in the course.
- 10) A completed “Waiver Form” supplied by the sponsor. If the sponsor sends the waiver form to the student at the time of registration, it will expedite the administrative portion of the course. A parent or legal guardian must sign the waiver form if the student is under 18.

**IV. Financial Considerations.** This section outlines the financial considerations involved in sponsoring the Advanced Motorcycle Operator Training Course. For programs currently offering the basic course, all material and equipment required to offer the advanced course is already available. The only additional costs are for the Instructor and insurance. The only source of income for the Advanced Course is student tuition. Advanced Course sponsors set their own tuition rate providing it does not exceed the contract allowable amount of \$125.00. Below are examples for an Advanced Course of twelve and six students:

**A. Twelve Student Class.**

Expenses:	
Instructors (2) x 6 hours x \$25.00	\$300.00
Insurance \$10.00 per student	\$120.00
	=====
Total Expenses	<u>\$420.00</u>
Income [\$125.00x 12]	<u>\$1500.00</u>
<b>Net Income:</b>	<b>\$1080.00</b>

**B. Six Student Class.**

Expenses:	
Instructor	\$150.00
Insurance	\$60.00

TOTAL EXPENSES	=====
	<u>\$210.00</u>
Income [\$125.00x 6]	<u>\$750.00</u>
<b>Net Income:</b>	<b>\$540.00</b>

**C. Mobile Program.** Student tuition for an Advanced Motorcycle Operator Training Course conducted through the Mobile Program is \$125.00. In lieu of a course reimbursement, the Department provides the Instructor and all equipment and materials required for the course. The Mobile sponsor reimburses the Department for travel expenses.

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## **Section IX**

### **COURSE PROMOTION**

- I. Introduction.** This section is designed as a guide to promote the motorcycle operator training program and courses in local communities. The ultimate goal of promotion is student recruitment, to increase student enrollment. A secondary benefit of promotion is the generation of public support for motorcycle safety issues. Effective promotion will attract attention to your program and provide a steady flow of students. You can accomplish this in a number of ways; through working with the media, participating in fairs and special events, buying advertising, and using other creative methods.

When website(s) and/or social media are used to promote the course, they should project images or language which are in the confines of the approved curriculum and adhere to Department professional standards. Examples of unacceptable material include, but is not limited to, depictions of unlawful behavior; sexually explicit photos or cartoons; false information; racially, ethically or sexually offensive; defamatory, threatening, harassing, abusive, slanderous or embarrassing to any person or entity.

#### **II. Getting Started.**

- 1) **Develop a Plan.** The first step in effective course promotion is to develop a plan. Determine specific objectives and put them in writing. Your activities can go on year-round. Your promotion will be more successful if you have a variety of activities planned for the entire year.
- 2) **Determine Your Audience.** To target your promotional efforts, you need to know as much as possible about the people who are enrolling in your course. Find out who's taking classes: young people, older people, club members. Once you have a student profile, you'll know what kind of messages will work best with them. A student profile will also tell you who you're not reaching. You may want to make adjustments to target that group.
- 3) **Evaluate Your Results.** The key to any effective promotional effort is evaluation. Find out from your students where they are hearing about your program from their Course Evaluation Form completed at the end of the course, or do your own survey when students register. This will guide you in planning future promotional activities.
- 4) MSF research shows that a majority of students say they heard about the program through word-of-mouth, or through a dealership. This may or may not be true of your area, but it's a good place to start.
- 5) **Results from MSU Promotional Campaign.** In 1992, the Motorcycle Safety Unit conducted a comprehensive promotional campaign for the motorcycle operator training course, using the

services of McCann Erickson Advertising Agency. Concept research was conducted using focus groups to determine what would motivate riders to take the course. The following results may be helpful to you in planning your campaign.

- a) Rider Profile. Riders tend to be independent, adventurous, and free-spirited. They like the feeling of power, freedom, exhilaration, and mobility that a motorcycle provides. They understand that skills are necessary to avoid the inherent dangers in riding.
- b) Attitude Toward Course. Initially, participants didn't believe rider courses had any value to an experienced rider. But once they were informed about the course, they liked that there were two levels offered (basic and advanced) and that the class taught real-life maneuvers. They were not receptive to DPS being involved in the courses. The more they learned about the course, however, the more interested they became. Demonstration of the course and what it taught was important in changing their opinions.
- c) Advertising. Results showed that any course promotion should give specifics about the course, be serious, and show what can be learned in the course.

### **III. Working with the Media.**

- 1) **Overview**. Utilizing the media is the most obvious method of promotion. It is free and credible, and you can reach a widespread audience with the least amount of effort. The disadvantages are that you can't completely control the message or the content.
- 2) **Building Good Relationships with the Media**. The success of your effort with the media depends largely on the relationships you have established. You won't get coverage just because of your contacts, but it will help pave the way.
  - a) Understand Media's Role. The media want to report interesting stories to their audience so they can sell advertising space; they need you to help them fill their time and space. Remember that editors and reporters are busy people working under constant pressure and deadlines. Don't risk annoying them with too many phone calls. When you meet or talk with them, know what you're going to say and be brief, low key, and conversational. Don't be too hard sell; have some good ideas in mind, but don't push them.
  - b) Prepare Media List. Compile a list of all publications, including weekly and college newspapers, advertising shoppers, magazines, news services, and television and radio stations that accept public service material. Use the phone book or directories available at your library. Contact the station or publication directly to request the correct name of the person you need to speak with.
  - c) Introduce Yourself. Develop a familiar relationship with your media contacts. Contact them by phone or appointment or stop by for a brief chat. Bring them information about your organization and program, and find out their deadlines, requirements, schedules, etc.
  - d) Invite your contact to participate in the course (for free, of course). This will give your contact an inside understanding of what you do, and may give your program some excellent publicity if the reporter covers it in a story.

- e) Have a Helpful Attitude. Instructors should establish themselves as a local motorcycle safety expert always willing to accommodate media representatives. Return calls immediately, and if you don't have the information they need, get it quickly or contact someone who does, such as a Motorcycle Safety Unit staff member. Contact the Motorcycle Safety Unit or Motorcycle Safety Foundation before making any comments on their behalf.
    - i) Take the initiative in helping them with news releases, phone calls about events, and course listings. Find out how far in advance each media outlet needs your information. Community calendar listings usually must be received far in advance of the event.
    - ii) Always be honest and informative. Never lie. If the information is confidential, say so and explain why. Always respond to them, even if the information is bad. If bad news comes from you, you can put it in perspective.
  - f) Handling Complaints. You cannot control the printed or aired media story. All you can do is provide accurate information, which may or may not be used. Also remember that the reporter cannot always control the content or slant of the story, where it is placed, or the size or wording of the headline. If the story includes an error in fact, contact them to enable the possibility of a retraction or correction to be announced or printed. If it's just a bad story, let it drop. Readers' memories are short; by complaining, you may create a larger problem.
  - g) Handling Tough Interviews. If you're being put on the hot seat, keep your cool. Don't let yourself get rattled and say something you later wish you hadn't said.
- 3) **What is News?** News is fact, not opinion. A story's newsworthiness is a complex news judgment process that depends on many factors: the size of the community, the competing news that day, the time of day, and if there has been recent similar stories.
- a) Hard news is based on timely issues that are interesting, relevant, significant, and have dramatic impact. Feature, or soft news, appeals to one's humor or emotions and has an inherent human-interest appeal.
- 4) **Contacting the Media.** Get to know the publication or station you're interested in. Target the outlet whose audience matches your target group, such as a country or a rock and roll station. If you spot a reporter who's interested in motorcycling or is already a motorcyclist, get to know that person. Also watch for stories on motorcycling, and contact those reporters.

#### **IV. Promotion Possibilities with the Print Media.**

- 1) **Overview.** Newspapers provide a wide variety of promotional opportunities, including news stories, feature stories, editorials, letters to the editor, community calendars, and feature photographs (which stand-alone).

Often it's better to get coverage in a number of smaller publications than one-time coverage in a major daily newspaper. Weekly newspapers are the best outlets for local news as they're well read by the people who receive them. These papers depend heavily on outside news sources and

welcome stories on local citizens and activities. Many large daily papers also have once-a-week regional sections that may have interest in covering your program.

- 2) **Contacts.** Generally, you should contact the editor or city editor with announcements about your program or event. Contact the feature editor for lifestyle stories on your program. Sometimes the automotive or transportation editor may be interested. Be creative; if there was a fatal accident, it might be used as the basis for a tactful editorial advocating the need for rider education in your community.

The traditional method of contacting newspapers is through the news release. Often, especially if you have already established relationships with key people at the newspaper, you can make your contacts by telephone. In either case, you will want to have something in writing for background information.

- 3) **News Releases.** This is the simplest promotional technique to gain the attention of the newspaper. You can use it to announce the opening of your program, your next class, celebrities who are or have attended your program, milestones reached (such as 250 students trained in a year), or any other newsworthy or interesting event. Before you prepare a news release, ask yourself if it is newsworthy. If not, don't send it. Wait until you have something worthy to report. Editors receive hundreds of news releases every day, and you can guess where most end up. This is an area where again your personal relationship may make a difference, but regardless, you should make sure your news release contains real news.

- a) **Writing the Release.** Every news release should include answers to the following questions: Who, What, When, Where, Why, and, if possible, How. This information should be included in the lead or near the beginning of the story. Journalists call this the inverted period: the most important information is at the beginning, in the first sentences or paragraphs; then each subsequent paragraph should have information of less importance: first important details, then miscellaneous information. Editors can get the most important facts about your program right at the beginning. Then, depending on the space available to fill, the editor cuts from the bottom, where the least important information is given.

- b) **Guidelines.** Follow these guidelines when writing your release:

- (1) Be brief. Use short words, sentences, and paragraphs. Keep it to one page if possible, but no more than two.
- (2) At the top of the release, give reference information including your name and phone number as contact. List the name of the organization or program, and your address.
- (3) Start typing the body of the release a few inches below the reference information; use double spacing.
- (4) If you have to use two pages, type "- more -" at the bottom of the first page, and include the page number at the top of the second. At the very end of the release, type in a few "#"'s to indicate no more information follows.
- (5) Spell everything out. If you want to use abbreviations or acronyms, spell them out the first time. Avoid jargon.
- (6) Be straightforward and state the facts. Use exact dates and times. Don't editorialize.
- (7) Spell out numbers one through nine. Numbers 10 and over are printed as numerals. If a sentence starts with a number, it should be spelled out.

- (8) Be sure to go over your release carefully; check every fact, detail, and figure for accuracy. Proofread carefully. Make sure everything is correct before you send it out.
    - c) Distribution. Send your release to everyone on your media list. If you have a contact or name, send it to his/her attention. Only send your release to one editor or department. Be sure to know your deadlines and send out the release in plenty of time.
    - d) Follow-up. Be careful about calling your contact at the paper. You don't want to annoy them. For routine releases, don't call. If you have a special release, you can call them to provide additional information. Again, it helps if you already know the person you are calling. Watch the paper or publication to see if the information appears. Keep track of which papers use your material. Save the clippings for your scrapbook.
- 4) Other Promotional Methods. News releases are just one way of promoting your program through the newspapers.
  - a) Backgrounders (Fact Sheets). Sometimes local news reporters may be hesitant to use your news release because they don't know you or your organization, especially if you are new in the area. You can begin to overcome this when you make your phone calls to the media, but another way is to send a backgrounder--an information sheet with your release.
  - b) This can provide additional facts that will round out a story but don't actually fit into your release. It should be brief, typed on one page, and answer the following questions:
    - (1) what the organization does;
    - (2) how it is funded;
    - (3) who the organization works with in the community;
    - (4) what programs are offered;
    - (5) where the programs are offered;
    - (6) how much the programs cost;
    - (7) how many people have taken the course;
    - (8) what are the course prerequisites;
    - (9) what the connection to DPS is; and,
    - (10) what the accident statistics are that justify need for training; etc.
- 5) Letters to the Editor. You can use a letter to draw attention to the need for training in your community. Keep the letter short and to the point. This may be particularly appropriate after a motorcycle crash in your area.
- 6) Community Calendars. Most newspapers run a calendar of upcoming events. You can use it to announce courses or other special events like demonstrations or open houses. Check with the paper to find out their requirements and deadlines, which are often well ahead of the event.
- 7) Photos. You can provide your newspaper, particularly a weekly, with a captioned photograph. They may stand alone or accompany a news release on the same subject. Check with the paper for size and submission requirements. The photo should include some kind of action, be black and white, and have good contrast. Avoid posed shots. Instead, look for an action shot on the

range. Don't write on the picture. Type your caption on a separate piece of paper. It should include a few sentences that describe the picture and identify any people, from left to right.

- 8) **Using Other Publications.** Your media list should include local magazines, city magazines, and any state or regional papers read by your local audiences. Many of these publications have calendars of events like the newspapers. You should include them when you send out releases announcing your program. You might want to contact someone at the publication to pitch an idea for a story to him or her. Follow it up with a letter describing your suggestion.

## V. Promoting Your Program on Radio.

- 1) **Overview.** Many people discount the value of promoting their programs through the radio because it doesn't have the glamour that television does, and you can't clip articles like you can from newspapers. But think about it: radio reaches everywhere. Nearly everyone listens to the radio at some time.
  - a) Radio's most important feature is its audience. Most radio stations have a single format and focus on a single audience based on music preference. Be sure to target your message to the station and audience that you are trying to reach. Check with your local station to find out what their format and particular audience is.
  - b) Some of the formats and the average age of their audience are as follows: Country and Western (C&W) - 25-54; Progressive Rock (Prog) - 18-34; Album-oriented Rock (AOR) - 18-24, usually more men; Current Pop (Top 40) - 12-34; Middle of the Road/Easy Listening (MOR) - 45+. Surveys by the American Motorcyclist Association show that motorcyclists prefer rock and country-western radio stations. Don't bother sending your material to stations that won't feel your subject fits their audience's needs (typically such stations as classical and Christian).
- 2) **Contacts.** Radio stations have small news staffs, often just one person. For news stories, contact the news director. You will probably do an interview over the phone, but it may be at the studio. Radio stories are very short, so information should be concise and kept to just a few sentences for news broadcasts. For other radio opportunities, contact the Public Service or Promotions Director or the person responsible for community affairs.
- 3) **Public Service Announcements.** There is no longer a federal requirement that stations devote a certain portion of their time to public service programming. However, stations continue to do so because it looks good when they come up for re-licensing, and for their own community relations.
  - a) There is some controversy about PSAs. You often hear that they are only run at off times, late at night when no one's listening anyway. The truth is that the stations use the material on an as-available basis. If they think the material is of interest to their audience and is well produced, your spot will get aired and be heard. Radio stations get a fair number of requests, so PSAs must be sophisticated and well produced to compete with others.
  - b) Preparing your PSAs. Check with each Public Service Director to find out if they accept PSAs from local organizations, which format they prefer (pre-recorded tapes or typed

scripts), what length (typically 10 or 30 second), and how far in advance they need the material to play it.

i) Follow these guidelines:

- (1) Time your PSA with a stopwatch. Typically, for a 30-second spot, you should have about 75 words; for a 10 second, no more than 25.
- (2) Make your spot positive, lively, short, simple, and direct. Don't try to communicate too much; stick to one idea.
- (3) Write everything out; don't use abbreviations.
- (4) Write for the voice, informally, in a conversational manner
- (5) State any phone number or address twice.

ii) Remember to keep your spot short, simple, and extremely clear. Most people are doing something else (like driving or waking up) while they are listening to the radio.

c) Getting Your PSA Aired. Type your release in large print and triple-spaced on a page so the announcer can read it easily. Provide a contact name and number, and a cut-off date when the station should stop airing the announcement. Send it in plenty of time to be used, along with a cover letter briefly describing the PSA and giving background information on the program and course. Again, if you have already established a relationship with your contact, it will be easier for you to get a response. If you don't, remember that you have no control over when the PSA will air, and you certainly don't want to hound the PSA director.

d) Motorcycle Safety Unit (MSU) PSAs. Two radio spots were produced as part of the 1992 promotional campaign. One 30 second spot, titled "Your Desk Doesn't Squeak," reinforces that the course is not like any other course. It provides a quick look at what it is about, and mentions the two levels offered (Basic and Advanced). The 10-second spot, titled "Hey Buddy," speaks to motorcycle riders directly by portraying a common situation for riders. It gives a reason to take a rider course without preaching. The idea is to show riders that other people are out on the road and riders need to be equipped to avoid dangerous situations. Copies of both of these spots can be obtained from the MSU; see Part XII of this Section, What's Available from MSU, for more information.

4) **Talk Shows/Interview Programs**. Radio stations have more public service programs than television, especially on the weekends. Listen to the station and see what kinds of guests and topics are featured. Contact the station's promotions or public service director for specific program requirements, and who you need to contact. Most programs are always looking for interesting guests, and motorcycle safety is an interesting topic.

a) These types of programs allow you to explain your program in detail, and give you more control over the angle and message of the story. These programs are usually broadcast during off-hours, but it's usually easy to get on, and you'll be amazed at the number of people that will hear or see you, regardless of the broadcast hour.

b) Preparing for the Interview. Find out how long the interview will be, so you know how much information to prepare. Make notes (on index cards that won't rustle on the air) about the key points you would like to make, so you can be sure to include them.

- c) Also find out if the interview will be live or taped. If it's live, what you say and how you say it is more critical, because you won't get any second chances to correct yourself.
- d) Be sure to arrive at the studio on time, which is usually well before you go on the air or begin taping. If possible, talk to the interviewer ahead of time to find out what he/she wants to cover. Often you can provide a list of questions or topics that they can use as a guide. But don't be surprised if the interviewer comes up with some surprise questions. This is where your planning and preparation will help you.
- e) While You're On the Air. Relax, and be yourself. You're not acting; you're there as a spokesperson and expert on motorcycle safety. Talk as you would in an ordinary one-on-one conversation. Imagine you're talking to a friend rather than a microphone, although try to avoid the "uhs," "ums," and "you knows." When you answer a question, don't rush. Take time to think about how you want to respond. In a taped interview, repeat the question as part of your answer, because often the tape is edited and your comments may not be understood.
- f) Talk Shows with Audience Participation. These are an ideal way to get out information about your program. You can try to get the program's host to set up a forum on motorcycle safety and rider education. Keep in mind that some of the callers may be antagonistic to your viewpoint. Don't get ruffled. Remember the points you want to get across. You may want to have several guests (Instructors, etc.).

## **VI. Promoting Your Program on Television.**

**Overview.** Television reaches most everyone, since 97 percent of all households in the U.S. have at least one TV, and, on the average, it is watched for more than six hours daily. There are a number of ways you can publicize your program through television.

- 1) Television relies on visual images, so think visually and set up dramatizations when you want to promote on TV. Be sure to pick people to be interviewed who are not camera-shy and that are knowledgeable, articulate, and well groomed.
- 2) If a station schedules a visit to your program during a training class, advise the class ahead of time. Make sure everyone is wearing proper protective gear. Be prepared for a little nervousness on the part of the students, and plan for your class schedule to be disrupted when the reporter arrives.
- 3) Under no circumstances should you compromise your safety standards to accommodate coverage of your class. If a reporter asks you to do something you don't feel comfortable with (such as riding on the back of a cycle and filming over a student's shoulder), say no, explain what your objections are, and suggest another way to get the coverage the reporter wants.

**Contacts.** At television stations, the Assignments Editor handles most of the stories. Contact them for any stories you would like to have covered. Most hard news stories are concise; one to two minutes is typical. Remember that television stations will film considerably more tape than will actually be used.

**Public Service Announcements.** TV Stations want to look good in their community, and even though they are not required to, they will air PSAs for local groups.

- 1) A survey to determine the truth of the "3:00 a.m. airing" myth (that PSAs only air in the middle of the night) showed that stations averaged more than 200 spots per week; over a three month period, the same PSA was used an average of 29 times; most PSAs aired during daytime viewing hours; nearly 11 percent were used during prime time viewing hours; the top two subjects most desired were health and safety; and 80 percent of the stations said they would add a local tagline (like the number of a local contact) if the information was supplied to them.
  - a) Preparing Your PSA. You can make up your own public service spots. However, keep in mind that today's television audience is both sophisticated and demanding, so it needs to be as professional as possible. Usually, it is preferable to use something already professionally produced, and you can add your own information at the end, like a local telephone contact.
  - b) Releasing Your PSA. When you put together your media list, ask each local station if they will air PSAs, the preferred format (usually 3/4" or 1" tape), and the preferred length. Also check how far in advance they need the material.
  - c) Gaining Air Time. All PSAs should be sent at least two weeks or more before you want it aired. Hand-deliver the spot if possible. If you can't, send a cover letter along with it that briefly describes the spot, gives background information on your program, and a contact person and phone number.
  - d) MSU PSAs. Two 30-second spots were professionally produced as part of the 1992 promotional campaign. "The Course" is an educational and entertaining look at the course, and depicts the Instructor, classroom, and course in an exciting way. Racing champion Doug Polen is a spokesperson in the spot. The second spot, "Action/Adventure," discusses the dangers and fun of riding. As these points are discussed, demonstrations of how the course prepares riders for the challenges of riding are presented. Both of these spots can be obtained from the MSU; see Part XII of this Section, What's Available from the MSU, for more information.

## **Other TV Opportunities**

- 1) Overview. Many TV stations fulfill their commitment to public service by producing their own community affairs programs and talk shows. You can take advantage of these formats, too. Some of the possibilities are interview programs; panel discussions; one-time shows on special topics; talk shows and personality specials; newscasts; telethons. Watch the shows on your local stations and see what kind of shows, people, and subjects they feature. Contact the assignment editor to find out how you can participate in these shows.
- 2) Guidelines. When your interview is scheduled, be sure to talk to the host ahead of time. Find out if he/she would like you to bring visuals and what would be appropriate (a training motorcycle would make an ideal prop).
  - a) Dress conservatively. Medium tones in gray, brown, or blue are best. Avoid pure white, busy plaids or patterns. Use articulate people who are well groomed and not camera-shy.

Relax and be natural, but don't go overboard and slouch. Avoid signs of nervousness like swiveling in your chair or playing with your jewelry. Body language may create a different impression of you than the one you're trying to portray, so try to stay relaxed.

- b) Imagine you're talking to a good friend rather than an impersonal TV camera. Look directly at the show host or the person who's asking the questions. Don't stare into the camera or into space. Speak slowly and clearly.

**Local Cable Stations.** Don't overlook cable stations when developing your media list and contacting stations about their programs. Cable stations often look for material and program guests. Working with them is quite different from working with commercial television stations. They are regulated on the community level rather than federally. Their programming varies greatly from station to station. Some only broadcast material from other networks or stations.

- 1) In working with local cable stations, first find out if they produce programming locally. If so, check out their programming and find out who you should contact for specific programs that seem to appeal to your target audience.
- 2) Many stations will also allow you to provide them with videotape material for broadcast. Find out what technical requirements they may have before you provide materials.
- 3) Some cable broadcasters have public access channels set aside for use by local community organizations. They often don't have enough material to fill their time. In many cases, you can have access to these channels for free.
- 4) You should evaluate the effectiveness of cable station broadcasts in attracting students to your programs. Watch the station. Is the programming amateurish or coming from questionable organizations? You need to determine if your time and money is worth spending on cable stations.

**VII. Finding New Students.** Besides using the media to promote your program and help prospective students find you, you might consider other ways to increase awareness of your program in your community.

- 1) **Direct Mail.** You may want to try writing directly to prospective students. Consider writing local driver education teachers to let them know of your program's availability. And you can ask your students for referrals--names of their friends who might be interested in taking your course.
  - a) Your direct mail campaign can take the form of a printed letter or flyer sent to your target audience and designed to elicit a response--getting someone to sign up for your course.
  - b) A self-mailer is inexpensive to produce and if it's on a single sheet, it can be mailed without an envelope.
  - c) When writing a direct mail piece, include the following: an attention-grabbing headline; highly readable type; lots of blank space; brief and concise copy; emphasis on how the reader will benefit from taking your course; and a contact name and phone number for more information.

- d) You can also use this flyer to follow up on leads from special events, PSAs, etc.
  - e) You can include a response mechanism in your letter by including a coupon or reply card along with your phone number. Be sure to follow up quickly on all responses you receive from your mailing.
  - f) Remember that in direct mail, your responses will be fairly low. You have to determine whether it's worth the time and expense. In general, personal contacts are usually more effective, so if you use direct mail, you may still want to follow-up with telephone calls.
- 2) **Referrals.** A referral card is another good way to obtain an endorsement of your course by a current student. Each student completing the course is given a card to fill in. You mail the card and follow up with a phone call. Another way to encourage your current students to make referrals is to offer them a rebate (\$5 or \$10) for every student they refer who signs up for the course. This may cost a small amount, but the increased number of students you get will compensate you.
  - 3) **Letter Writing.** In addition to writing to your media contacts, you may want to consider writing to local leaders in your community. These could include the police chief, government officials, heads of civic or fraternal organizations, or anyone else. They won't necessarily become students, but they'll know about your program and may tell others about it.
  - 4) **Special Arrangements.** You can arrange special classes for particular groups, such as for women, club members, etc., or on particular days, such as during a rally or other event. A group of individuals may be more likely to take a class together than on their own. Your flexibility and willingness to accommodate the needs of your students will help you to fill classes throughout the year.
  - 5) **Other Gimmicks.** Two other methods that have been successfully used to attract new students to rider education programs are using coupons and gift certificates. These gimmicks can attract a lot of attention to your program, as well as helping you find new students.
    - a) Printed coupons offering a discount on course registration can be given away during special events, through dealerships, or through local community events. Free or reduced-cost course coupons can be offered through special community promotions, such as public television auctions.
    - b) Gift certificates can be printed and made available through dealerships, advertising, or other promotional methods. They could also be given away during community or motorcycling events.

### **VIII. Community Activities.**

- 1) **Overview.** Utilizing community activities to promote your program will allow you to have one-on-one interactions with members of the public and prospective students. It takes a moderate amount of effort to reach a small number of people, but you can have a powerful impact on

those you do interact with and you have complete control over the message you want to convey. It is important to seize every opportunity to be visible in your own community.

- 2) **Speaking Engagements.** If you or one of your Instructors enjoys speaking in front of a group, you might want to offer your services as a speaker to local clubs, agencies, and organizations. You can find listings in your telephone book or at the library. Write to these organizations and follow-up with a phone call to the program chairman to see if there's an interest.

The film "A Common Road" produced by the Motorcycle Safety Foundation and available from the Motorcycle Safety Unit, is an excellent program for groups like these. It deals with sharing the road and discusses many of the maneuvers motorcyclists do that may be confusing to car drivers.

### 3) **Special Events**

- a) Overview. Special events are a great way to attract the media and gain visibility for your program. A good special event will not only attract the public but can become a news story too. These are also an excellent way to allow one-on-one interaction with prospective students, so grab every opportunity to be visible in your own community.
- b) Special events require detailed planning, thorough follow-up, rehearsal to spot potential problems, widespread publicity, and follow-up evaluation including a news release and photograph.
- c) You can use a special event to spotlight achievements (like the 100th student graduated), to publicize the course, or just to enhance local perceptions about motorcycle riders.
- d) Some types of special events are mall exhibits and displays, demonstrations and rallies, parades, open houses, public forums, neighborhood carnivals, and contests. Within your community, you can also participate in health and safety fairs and other demonstrations and events coordinated by another organization.
- e) Planning Your Event. Schedule your event on a day and time when you can attract the best turnout. Weekend afternoons are usually good, depending on your target audience. Alert the media one to two weeks prior to the event, with news releases and follow-up calls. Distribute flyers about the event to students to give to their friends. Talk about the event at every opportunity. Put up signs, be visible. Take advantage of other events that tie in with yours, such as other motorcycle safety awareness days or events. Be sure to put all the details in writing: staffing needed, activities, handout materials, etc. Go over every detail with those who are working with you so everyone knows what to do, ensuring the program runs smoothly.
- f) After the event, follow up as quickly as possible on every potential lead you get at the event. You may quickly fill your upcoming classes from these prospects. And take a few minutes to evaluate the project. What improvements could have been made? What went smoothly?
- g) Mall Promotions. Shopping mall promotions can help increase awareness of the need for motorcycle safety and promote your rider education program to the general community, as

well as attracting prospective students. Contact the mall management office and inquire about mall promotions or the procedure for getting involved in an exhibit or demonstration. Stress that you're promoting an educational program. Many malls plan their calendars six to 12 months in advance, so call early.

- h) Setting Up a Display. A display of posters, brochures, and handouts along with other promotional items can be an effective promotional tool. Staff your exhibit with knowledgeable and friendly people--preferably Instructors--who can handle questions and convey enthusiasm about the program. Take advantage of the traffic by talking to everyone who pauses to look at the exhibit. Get the name, address, and phone number of those who express an interest and follow-up on these leads with letters or phone calls. You may also consider having a motorcycle near your table as an attention-getting device (be sure to check this out with the mall management ahead of time).
- i) Local Motorcycle Awareness Activities. Each year, the Motorcycle Safety Unit arranges to have May proclaimed as Motorcycle Safety and Awareness month. It's an excellent opportunity for you to piggyback on the publicity already generated in Texas. You can contact your local government and have the Mayor or other official issue an official proclamation. If they agree, plan to issue a news release about it to the local media.
- j) Work with Local Dealers. Any of these special events can have added pep with cooperation from your local dealers. You might consider approaching them for a display motorcycle or other props, such as helmets, riding clothes, or other accessories. They'll get free advertising and you'll gain extra attention.

## **IX. Paid Advertising.**

- 1) **Overview**. Most of the promotional activities discussed so far have been public or community efforts with little or no cost involved, other than your time. You can also consider using paid advertising in your promotional campaign. With paid advertising, you have much more control over when and where your ads appear. To gain that control, you have to pay for it.
- 2) **Print Advertising**. Display ads can appear anywhere in a newspaper, and generally are an expensive way to advertise, though smaller papers or weeklies may be considerably less expensive. You may want to consider sharing an ad with a motorcycle dealer. Your costs will be less, and your dealer will be doing a public service in the community. Your portion of the ad can be small, with a short headline and basic information about course schedule, location, cost, and a contact phone number.
- 3) **Classified Advertising**. You can run a small ad in the classified section of the newspaper, under Motorcycles. Since ads in this section are grouped by type, you can direct your copy to the target audience of motorcyclists. This is a fairly cheap form of advertising. Be sure to include the name of your course, where and when it's being given, and a contact phone number.

**Ads on Sundays cost the most but get the widest readership. It is also usually cheaper to run the ad for several days.**

- 4) **Yellow Pages Advertising.** Your ad in a phone book will be readily available to potential students 365 days a year. Contact the phone company's business office to make arrangements for advertising. Depending on the cost, you may want only one line. If you have a business telephone, many companies will give you one line for free.

## **X. Working With Local Dealers.**

- 1) **Overview.** In the rider education business, a successful relationship with local motorcycle dealers can make a significant difference in the success of your program. Dealers can be a tremendous source of publicity and promotion about your program, and can be your primary student referral source. There are several ways you can work with local dealers to enhance this relationship so that it benefits you both.
- 2) **Student Assignment at Dealer's Showroom.** As a part of the basic course requirements, you can have students visit a local dealer's showroom to try on a motorcycle and learn about the bike. The student assignment gives the dealer a chance to meet potential customers, and it allows the students to benefit by gaining a better knowledge of available motorcycles and accessories.
- 3) **Certificate of Appreciation.** A certificate of appreciation is a good way to thank dealers for past cooperation and encourage future good relations. The MSU has certificates you can use for this purpose. You can get additional exposure and publicity by contacting the media for the presentation, or taking a picture and sending it along with a news release to the media.
- 4) **Personal Visits.** You can make your dealer feel special by paying them visits. Don't go just when you're having problems and need to complain, and avoid going during their busy times. A short chat can ensure continued support from your dealer.

**XI. Evaluating Your Promotional Activities.** Because of limited resources and to help in planning, you need to know what works best in attracting students to your program. You might want to survey your students for useful information about them, which can help you target your future promotional messages. You also may want to keep a log of the amount of time and money you spend on promotional activities. You can compare that with your students' responses about where they heard about the course to determine if your efforts are being put in the right place. Research collected by the Motorcycle Safety Foundation shows that working with dealers is an area many program administrators emphasize, and it seems to pay off since many students indicate that that's where they found out about the program. The other significant source of information for students is word of mouth. Keep both of these in mind when planning and evaluating your own efforts.

## **XII. What's Available from MSU.**

- 1) **Overview.** Many promotional items and tools to help you in publicizing your program are available from the Motorcycle Safety Unit. All materials can be ordered using the Materials Request Form.

- a) **Brochures.** Safety information materials are available to help you promote your course, increase general awareness of motorcycle safety, and encourage motorists to share the roadway.
- b) **Posters.** Posters are useful to place in high traffic areas, at local dealers and schools, on bulletin boards, and throughout your community.
- c) **Promotional Items.** These items can be helpful when doing special events and displays. Quantities are limited.

**XIII. Conclusion.** Following this section is a list of various publicity opportunities that you may want to consider. Combined with the information available in this section, you should be able to begin planning and implementing a complete promotional program in your community.

The bottom line is that promotion of our course takes place in everything you do all the time relating to the course. Word of mouth is often the best promotion, so the most important factor is to make sure that you have a top quality program. Build your promotional efforts from there. **Good luck!**

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**Texas Department of Public Safety  
Motorcycle Operator Training Program  
Administrative Guide**

**Section X – Attachment 1**

**PUBLICITY OPPORTUNITIES AND IDEAS**

The following is a list of possible publicity ideas and opportunities that you may want to take advantage of in promoting your rider-training program. Use it as a starting point to come up with some of your own creative ideas.

1. Letters to the Editor
2. Guest editorials in the newspaper
3. Press conference/press tours and briefings
4. Speeches
5. Bulletin boards
6. Booklets/pamphlets on motorcycling with your course phone number displayed
7. Easels with your program information displayed on countertops and other areas
8. Exhibits and displays
9. Company publications - run an ad, get a feature article on an employee who takes your course, etc.
10. Community projects
11. Studies/surveys/opinion polls - use them to learn more about your target audience
12. Contests/awards - give away a free course
13. Payroll inserts - announce upcoming course schedule
14. Patient information - displays in hospital waiting rooms
15. Important visitors and groups - offer tours of your course
16. Newsletters
17. Open houses
18. Banners and posters with your program registration information
19. Fact booklet on your program
20. Safety and accident prevention activities at business, community programs, etc.
21. School programs - assemblies, driver education classes
22. Textbooks - consider distributing a free textbook to local doctor's offices, business' waiting rooms. Put your phone number on the cover for more information.
23. Motorcycle safety/research developments - incorporate them in your news releases or feature articles on your program
24. Editorial writers
25. Columnists
26. Sunday supplements
27. Free-lance writers - invite them to take a course and write about it
28. Local advertising shopper's newspapers
29. Action line columns - let them know about your program's services
30. Cartoons about motorcycling, rider training
31. Quizzes on motorcycle safety
32. Radio promotion tie-ins/give away radio programs
33. Media training - consider taking a course on how to be interviewed by the media
34. Mini-documentary - approach local commercial and cable TV stations about the possibilities
35. Syndicated radio programs and newspaper columns - provide them with information on your program. Offer yourself as a local expert. If you write, consider developing a motorcycle safety series for your local paper.

36. Pictorial news services - provide action photos on your program
37. Civic club publications - if locally produced
38. Magazines - new products/shopping columns, list your program if magazine is locally produced
39. Write a history of your program
40. Correspondence
41. Panel discussions
42. Special letters to course graduates, program supporters
43. Welcome letters to new or prospective students
44. Celebrity promotion - invite one to take your course
45. Literature at motorcycle dealerships
46. User benefits - keep this in mind when developing messages, brochures, etc. promoting your program
47. Service program to community groups, schools
48. New Instructors in your program - news release material
49. Program records and milestones - news release material
50. Whimsy department - unusual events or students in your program - news release material
51. Charitable auctions - donate a course
52. Gift certificates

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**Section XI**

**Course Forms**

The most current forms used in the administration of motorcycle operator training courses can be obtained from the Motorcycle Safety Unit website password protected which can be accessed through Sponsor Zone or Instructor Zone. As forms are updated, they will be posted on our website.

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**Section XII**

**Licensed Motorcycle Operator Training**

**I. General.** There are a variety of specialized motorcycle operator training courses available, and requested by the public, that the Motorcycle Safety Unit is unable to provide by contract. These specialized courses do not meet the legal requirement of TRC §662.002 (b) "...curricula developed by the Motorcycle Safety Foundation." However, TRC §662.006 allows the Department to contract, **or license**, entities to offer motorcycle operator training courses. DPS Administrative Rules, §31, covering motorcycle operator training, describes a licensing process for specialized motorcycle operator training. Licenses are available for courses designed to teach knowledge and skills not addressed, or only lightly addressed, in standard motorcycle operator training courses, but considered by the department to be beneficial to public safety. These courses may include, but are not limited to, teaching the operation of trikes (i.e. three wheeled motorcycles), sidecar rigs, towing trailers behind motorcycles, or sidecar rigs, higher speed street skills taught on race tracks, or courses specific to a particular motorcycle brand, manufacturer, distributor, or dealership. Motorcycle courses taught by law enforcement agencies or military sites only to peace officers or military personnel are exempt from licensing under these rules.

**II. Licensing.** Administrative Rule §31.12 requires that entities intending to offer specialized motorcycle operator training obtain a license by submitting the appropriate application form. The Motorcycle Safety Unit's application form identifies the type of training to be offered, the perceived benefits to public safety, how the applicant intends to offer such training in a safe and prudent manner, and collects all other data necessary for Department licensing. A copy of the application is attached to this section.

**III. License Agreement and Certificate and Approval.**

- A.** The License Agreement establishes any limits, such as time period and location, which may be required of the licensee by the Department. It also covers any additional responsibilities of the licensee or the Department that may arise due to the nature of the curriculum offered. If the curriculum is recognized by the Motorcycle Safety Foundation, by issuance of a Rider Education Recognition Program number, the letter of agreement will also cover the terms of issuance of the Department approved completion card, MSB-8.
- B.** The Certificate of Approval must be prominently displayed in a conspicuous place to be made visible for all course participants.

**IV. Denial or Revocation of License.** The license may be denied or revoked under any of the following circumstances:

- A.** The applicant or licensee cannot provide sufficient information and documentation to enable the Department to evaluate or reevaluate the applicant's request for a license.
- B.** The applicant knowingly presents or allows to be presented to the department any false or misleading information relating to a request for a license.
- C.** The applicant knowingly or recklessly disregards or fails to comply with any departmental rule, written policy, or written procedure regarding specialized motorcycle operator training.
- D.** The applicant knowingly allows an instructor to give, or a student to receive, classroom or riding instruction if either exhibits any evidence of or effects from an alcoholic beverage, controlled substance, or drug as defined in Texas Penal Code, § 49.01 et seq.
- E.** If the applicant has been convicted or placed on probation for:
  - 1.** Any felony within the previous ten years of this state or any other jurisdiction;
  - 2.** Any offense involving moral turpitude within the previous five years from the date of a request for a license; or
  - 3.** Any offense involving tampering with a government record, or driving while intoxicated where the offense occurred within the previous five years.
- F.** The Department may construe any probation or conviction, which is for a criminal offense arising from a penal provision from another state, federal, military, or foreign jurisdiction to be its closest equivalent under the penal provisions of this state.

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**Section XIII**

**Off-Roadway Motorcycle Training Programs**

Texas Transportation Code, section 662.006, requires all persons offering or providing training in motorcycle operation for a consideration to be licensed by or contract with the designated state agency, the Department of Public Safety (Department). Based on Texas Attorney General opinion JC-0416 (Sept. 26, 2001), which concluded that motorcycles used only for dirt track riding were not motorcycles for the purposes of chapter 662, the Department has established the following policy and procedures.

1. Any person or entity who intends to offer or provide a course of instruction in motorcycle operation in the state of Texas must apply to the program director of the Department's Motorcycle Safety Unit (MSU) for approval of the proposed course.
  - a. Basic or advanced rider courses previously approved by the Motorcycle Safety Foundation (MSF) and the Department are approved courses.
  - b. Other courses not previously approved by the Department may be approved as specialized courses if they meet the criteria for approval established by the Department. If, after examination of the proposed course and training site described in the application, the program director determines the course is subject to chapter 662, the program director will notify the applicant that:
    - i. the course is approved as a specialized course, or
    - ii. certain revisions to the course or changes to the training site, which the program director will specify, must be made to become eligible for approval as a specialized training course.
2. All motorcycle operation instruction courses designed to instruct, develop, improve or enhance motorcycle operation skills or techniques used on roadways are considered motorcycle operation courses for the purposes of chapter 662 and must be approved by the Department. This includes specialized courses that provide instruction beyond that offered in the basic or advanced rider courses approved by the Motorcycle Safety Foundation (MSF) or the Department.
3. The motorcycle instruction courses that meet the following specifications are not subject to chapter 662:
  - a. courses offering instruction in off-road dirt bike training for use on trails, tracks or other nonpublic roadways using motorcycles designed and constructed for off-road operation and not equipped for operation on public roadways or eligible for registration as a motor vehicle; or

- b. courses offering instruction in motorcycle racing techniques on a race track for the purpose of competition using motorcycles designed and constructed for racing and not equipped for operation on public roadways or eligible for registration as a motor vehicle.
- 4. Motorcycle instruction courses that incorporate skills for street riding, advertise or otherwise make any claim, directly or indirectly, that participation in the course will enhance a student's riding skills on public roadways are considered motorcycle operation courses for the purposes of chapter 662.
  - a. The Department will presume that any training course that uses or allows the use of motorcycles equipped for street use or eligible for registration as a motor vehicle are subject to the requirements of chapter 662.
  - b. A person or entity may rebut the foregoing presumption by showing:
    - i.
      - A. the course will provide instruction only in off-road dirt bike training for use on trails, tracks or other nonpublic roadways, or
      - B. the course will provide instruction only in motorcycle racing techniques on a race track for the purpose of motorcycle racing competition,
    - ii. neither the person or the entity's instructors, agents or employees will make any claim, directly or indirectly, that participation in the course will enhance a student's riding skills on public roadways, and
    - iii. any advertisement or representation of the course purpose or content will clearly state the course is intended solely to provide instruction for racing skills for use only in competition on a race track or dirt bike and not for use on public roadways.
- 5. A motorcycle operation course, including a specialized course of instruction, previously approved by the program director, may not be materially changed unless request for the change has first been approved by the program director. Upon receipt of an application for a change to a course, the program director will issue a letter to the applicant either approving the proposed changes or explaining necessary revisions for continued approval.
- 6. Chapter 662 does not apply to facilities that allow the use of tracks for motorcycle operators to practice motorcycle riding or racing skills for a consideration and do not provide any motorcycle operation instruction. Any facility that includes or makes available instruction as part of the agreement to allow the use of its track for a consideration is deemed to have offered or provided instruction for a consideration and is subject to chapter 662.

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