



NATIONAL ASSOCIATION of STATE MOTORCYCLE SAFETY ADMINISTRATORS

SMSA Spotlight Magazine

Winter 2014-2015

A New Year for SMSA

Happy New Year from the SMSA Executive Committee and Staff. We look forward to a prosperous and productive new year in 2015. This year SMSA will be working on:



BRETT ROBINSON
SMSA Executive Director

- Expanding and increasing SMSA membership, enhancing member benefits and communications through the SMSA Communications and Membership Committee.
- Compiling promising practices for State Rider Education quality assurance efforts through the Motorcycle Safety Programs Committee.
- Collaborating with NHTSA on the Model National Standards for Entry-Level Motorcycle Rider Training through the Motorcycle Safety Programs Committee.
- Promoting and Supporting Rider Training Programs.
- Supporting members in adopting the NHTSA Highway Safety Program Guideline No. 3 – Motorcycle Safety as the Foundation for Motorcycle Safety Programs; and will begin developing a Model 3-5 Year Plan for Motorcycle Safety

Programs.

- Encouraging States to complete a NHTSA Motorcycle Safety Program State Technical Assessment.
- Promoting and encouraging data collection for program evaluation, countermeasures and initiatives, including developing and distributing a Model for Data Collection Efforts.
- Development and promotion of SMSA policy positions and white papers through the SMSA Policy and Planning Committee, including initial policy positions on Personal Protective Gear and Support of the NHTSA Model National Standards.
- Developing new and strengthening existing partnerships with National Organizations
- Establishing a National Motorcycle Safety Coalition

SMSA Highlights from 2014 include the:

- Development of Guidelines for Establishing State Motorcycle Safety Coalitions
- Development of The SMSA Communications Plan
- Development of the SMSA Policy Process
- 2014 SMSA National Motorcycle Safety Symposium

Illinois 5th Annual Motorcycle Winter Conference

Bruce Biondo (VA), SMSA Chairperson, presented during the Illinois 5th Annual Motorcycle Winter Conference in Springfield, IL, December 10-11, 2014. Bruce provided an overview of SMSA, Motorcycle Crashes, SMSA's Initiatives to Improve Working Relationships with State Highway Safety Office and GHSA, and the Future of Motorcycle Safety to over 200 Instructors, Site Administrators, Law



Enforcement and State Administrators. Other presentations were provided by the Illinois Department of Transportation on how the program started, NHTSA Region 5 on the Regional NHTSA Perspective, the Illinois State Police on the Safety Summit On Motorcycles, the Lebanon Police Department Motorcycle Squad and an update from the Motorcycle Safety Foundation (MSF).

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SMSA Listserv

Please take advantage of the SMSA Listserv hosted by Oregon State University. The SMSA Listserv is an easy and efficient way to contact your fellow SMSA members with questions relating to Motorcycle Safety and Rider Education. To sign up, visit the SMSA website Members Only section and choose the tab for Listserv. Summaries from past postings are also listed under the Listserv tab.

The Role of Rider Education and Training in a Comprehensive Motorcycle Safety Program

Motorcycle rider education and training programs have existed in the United States for over 40 years. Rider training was the first motorcycle safety initiative accepted and adopted by most states. While training continues to be endorsed by motorcyclists, national organizations and advocacy groups, there is limited evidence that basic rider training has had any effect in reducing crashes. Nonetheless, in many states, rider training is still the primary motorcycle crash countermeasure. The biggest benefit from current rider education and training efforts is that they teach basic motorcycle skills and encourage proper licensing.

Rider education and training is just one component of a state's comprehensive motorcycle effort. States should carefully evaluate the role that rider education and training plays in their motorcycle safety effort. This role involves much more than simply adopting a curriculum, training instructors, scheduling courses and establishing a quality assurance program. Rider education and training must be directed toward resolving the state's motorcycle crash problem.

In most states, rider education and training is viewed as an independent and self-contained effort. States rarely consider how rider education and training can address issues identified by analyzing crash data. The common assumption is that "training is good," and that the adopted curriculum probably addresses these issues. Most states evaluate their rider education and training effort by the number of individuals trained and the cost per trained student. Very few evaluate whether training is reducing motorcycle crashes and injuries in their state. The critical question is whether your rider-training program contributes to reducing crashes and injuries or simply serves as an easy avenue to an unrestricted motorcycle license.

There are several ways rider education and training can contribute to a comprehensive approach to reducing motorcycle crashes.

1. The issues identified through crash data and problem identification must be incorporated and emphasized in the rider education and training curricula. These issues must be state specific. If impaired operation or single vehicle crashes are an issue, these should be addressed specifically in the courses. If crashes involving large engine displacement

motorcycles are a problem, rider education and training should address this issue. Rider education and training must be customized to meet the needs of the state.

2. Rider education and training efforts are a "data rich" environment. States need to adopt effective and efficient processes to collect data on students. This data collection process should track students after they complete a course. The data can help in identifying problems and developing effective countermeasures.
3. Everyone completing a course should contribute to information on motorcycling and motorcycle operation in the state. In addition to customer satisfaction surveys, states should collect data on students' riding habits, concerns they face while riding, effective ways to distribute safety information and suggestions on potential projects to improve motorcycle safety. This information can also be used to influence decision makers with an authentic and realistic view of motorcyclists and motorcycling.
4. The rider education and training effort must be continuously evaluated. This evaluation process can determine the value of rider education and training and how it supports the comprehensive motorcycle safety effort. This evaluation process will also support revisions and modifications to improve the rider education and training effort.
5. Since the inception of dedicated rider education and training funds, this funding has been viewed as a "sacred cow," dedicated to conducting courses, training instructors and purchasing training motorcycles. If there is a surplus of these dedicated funds, the resources should be directed toward other aspects of the comprehensive motorcycle safety effort. Surplus funds always attract attention in tight budget times. Establishing a process to use unspent dedicated rider education and training funds for other motorcycle safety projects ensures these funds will be directed toward resolving the motorcycle crash problem.

Rider education and training will always be part of state motorcycle safety efforts. However, the training must be dynamic and continuously evolving. Instead of relying only on what has been done over the past 40 years, rider education and training must support and contribute to a state's comprehensive motorcycle safety effort.

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SMSA Supporting Members' Corner

Iron Eagle

Note: Content for this article was provided by Iron Eagle

Joining SMSA as a supporting member was the next logical step in the progression by James Kimsey and the Iron Eagle organization onto the national stage of promoting safe motorcycling, education and training.

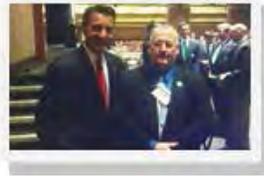


James began his riding days over 45 years ago on the Wild West back roads and dirt trails of Nevada. James became a Motorcycle Safety Foundation certified riding instructor as well as an instructor in the Accident Scene Management / Bystander Assistance Program protocols for first response to motorcycle crashes. Originally founded in the 1880's, James revived one of the oldest known motorcycle brands in the United States – IRON EAGLE. Emphasizing the contributions that motorcyclists have made, and still make to American society, the Iron Eagle brand provides assistance

to individuals and companies to educate, focus resources and produce events that raise awareness, money and lasting public interest for charitable causes. Iron Eagle is a charity that assists other charities in focusing resources and producing fund raising and awareness events.

Throughout these efforts, Iron Eagle promotes motorcycle rider safety programs on both the local and national level and is chartered a promoter for the AMA, having recently organized one of the first State Network Chapters of the American Motorcyclist Association. Since 2010, Iron Eagle has helped raise more than

\$10 million dollars for local and national charities. In 2011, Iron Eagle participated in the NHTSA panel evaluation for the Nevada motorcycle safety program, followed by the 2012 Zero Fatalities Summit and the 2012 & 2014 Bi-Annual Governor's Conference on Small Business.



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A proud member of the Better Business Bureau and many of the Chambers of Commerce in the Las Vegas Metropolitan area, Iron Eagle was nominated for 2012 and 2013 awards in the categories of small business enterprise of the year and non-profit activism.

In 2014, James and Iron Eagle initiated a project to reduce fatalities in Nevada by working directly with key state legislators to increase their understanding of safe motorcycling and what types of legislation may be most effective in promoting education and training. This initiative also resulted in the founding of one of the first, if not the first, traffic court sponsored corrective motorcycle traffic school training and education programs in the country, expected to become active in early 2015. In August 2014, Iron Eagle received Congressional recognition for its work in promoting rider safety and reducing motorcycle fatalities in the Southern Nevada community, and in October 2014, received a Proclamation by the Governor of the State of Nevada for preserving Nevada motorcycling history and promoting safety throughout the State of Nevada, declaring November 3, 2014 as Nevada Motorcycle History Day.

James would like to take this opportunity to express appreciation to SMSA for its dedication, and to personally thank the Board and staff and all those people and members of the SMSA for their contributions to safe motorcycling throughout the country.

SMSA Outstanding State 2014

Oregon: Unique Works For Us



In 1987, the State of Oregon declared our state motto to be, "Alis volat Propriis"; "She flies with her own wings". From Oregon Ducks football to the motorcycle safety program, we stay true to our state motto...and it works for us. In 2014, SMSA recognized Oregon as the state with the most comprehensive motorcycle safety program. What are the keys to Oregon's success? Two words come to mind: innovation and support.

A few years ago, Oregon made the decision to train new motorcyclists with a state-specific curriculum. TEAM OREGON boldly took on the task of development based on the top causes of motorcycle crashes in our state. Although breaking from tradition was not without its challenges, we believe Oregon riders are now better trained for northwest riding. A strong, innovative training program is one key to an effective, comprehensive motorcycle safety plan.

We are lucky to have friendly legislators who have long supported our motorcycle safety efforts. In 2009, Oregon law was changed to require all new riders to take training. Legislation also doubled the penalty for riding without an endorsement. Our motorcycle

program is largely funded from fees collected when motorcycle license endorsements are issued or renewed.

You've been hearing a lot about the importance of motorcycle safety coalitions in supporting state safety efforts. In Oregon, we have a Governor's Advisory Committee on Motorcycle Safety (GAC), comprised of eight diverse volunteers who advise us in improving our safety efforts. The GAC is supported with liaisons from the Oregon State Police, the Portland Police Bureau, the Oregon DMV, the Oregon Military Department and TEAM OREGON. The Committee's guidance and support has been another key in keeping our motorcycle safety program flying.

What's in our future? Being innovative means there's never a chance to rest. Those of you who saw the eRider presentation at the Baltimore symposium know that Oregon has an interactive, web-based classroom program under development. What can we do next?

Well, the GAC is finalizing their five-year strategic plan, a formal curriculum review and approval process is on the horizon and Oregon is scheduled for our first-ever Motorcycle Safety Program Assessment next July. We have long-range plans too, but the editor tells me we have used our allotted space – more news another time.

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A New Beginning for Stacey “Ax” Axmaker

As the New Year begins, Stacey “Ax” Axmaker has resigned as Director of the Idaho *STAR* Motorcycle Safety Program. Ax has contracted to work with Lee Parks’ Total Control to help train California Instructors to deliver the Total Control Beginner Riding Clinic.



With his move, Ax will be vacating his positions as Western Regional Representative and Secretary to the

SMSA Executive Committee. Under his guidance, Idaho *STAR* won the Outstanding State Program Award in 2012. Ax himself, who has been characterized as “making the Energizer Bunny look like a slacker,” won the SMSA Outstanding Contribution Award in 2013. Thankfully, Ax will not be leaving our organization. “I’m still an Individual Member of SMSA, and my new company will soon be a Supporting Member,” he remarked.

According to Ax, his company *Be Crash Free, LLC* will make its national debut this spring. Here’s a big thank-you to Ax for his outstanding service to the SMSA. We look forward to working with him again in the near future.

2014 National Motorcycle Safety Symposium Highlights

The 2014 SMSA National Motorcycle Safety Symposium, titled “*Working Cooperatively to Implement Effective Motorcycle Safety Countermeasures,*” was held September 25-27, 2014 in Baltimore, Maryland.

The 2014 SMSA Symposium offered a tour of the Harley-Davidson Motor Company USA York Pennsylvania Plant, indoor and outdoor exhibits, general sessions, breakout sessions, committee meetings, networking opportunities, Annual Members Business Meeting and the Seminar for Enhancing Rider Training Delivery Skills – Classroom and Range Activities.

SMSA would like to extend appreciation to all of the attendees, exhibitors and sponsors for making the 2014 Symposium successful.

Copies of the presentations and a highlight video are available on the SMSA website at www.smsa.org.



Save The Date

The SMSA 2015 Symposium will be held again at the Conference Center at the Maritime Institute in Baltimore, Maryland, October 8-10, 2015.

The theme of this year’s Symposium is **Motorcycle Safety – Making a Difference Through Research, Data, Planning and Collaboration.**



We look forward to seeing you at the 2015 Symposium.

Thank You SMSA Supporting Members

