

**National Association of State Motorcycle
Safety Administrators**



Annual Report

Report to the Membership

2017



Brett Robinson, Executive Director

Sunshine Beer (ID), Chairperson

A MESSAGE FROM THE CHAIRPERSON

Due to all of the efforts and time contributions of numerous volunteers and Highway Safety Services (HSS) staff, the past year has been a busy, exciting time with the National Association of State Motorcycle Safety Administrators (SMSA). The Association has seen continued growth in membership and significant productivity, as illustrated in the 2017 Annual Report.

Just to name a few of those efforts, the Association conducted 9 Executive Committee and 27 Standing Committee conference calls. A total of 36 conference calls/web meetings were conducted with the membership and committees. The Executive Committee held face-to-face meetings in conjunction with the 2017 SMSA National Motorcycle Training Summit in Burlington, Vermont, and the Communications and Membership Committee published four editions of the SMSA Spotlight Magazine.

The SMSA National Training Summit: *The Next Generation in Motorcycle Safety*, was held in the beautiful city of Burlington, Vermont, in late September 2017 and offered a wide variety of both indoor and outdoor sessions. A new feature for the 2017 Summit was Daily Summit Surveys delivered electronically. Participation in the surveys was good and responses regarding the content of the summit sessions were exceptionally positive.

One of the Summit highlights was a fantastic welcome reception aboard the Spirit of Ethan Allen on Lake Champlain, hosted by SMSA Supporting Corporate Member, Harley-Davidson Riding Academy. Folks are still talking about the experience, and the memory of the great time networking with motorcycle safety stakeholders will be with all of us for a long time.

At the 2016 Summit, a meeting of the nation's foremost motorcycle safety stakeholders was held to establish common interest and a launch point for a national coalition. At the 2017 Summit, the SMSA and MRF co-hosted a follow-up, in-person meeting of stakeholders to keep the momentum of the coalition moving forward. Representatives from key agencies/organizations including American Association of Motor Vehicle Administrators (AAMVA), American Motorcyclist Association (AMA), Insurance Institute for Highway Safety (IIHS), Motorcycle Riders Foundation (MRF), Motorcycle Safety Foundation (MSF), National Highway Traffic Safety (NHTSA), National Transportation Safety Board (NTSB), and SMSA participated in the face-to-face meeting as well as a follow-up conference call in December. The coalition will meet via conference call in February 2018 to review some potential motorcycle safety initiatives for the coalition to carry forward. The SMSA will continue its role as co-hosts in organizing and facilitating these coalition meetings.

The SMSA Executive Committee and the HSS staff is dedicated to the continuous improvement of the Association in providing value to the membership. The feedback, input, and participation of the members is essential for the continued success of the SMSA. As always, we invite all members to engage on every level. Participation on one of the three committees, Communication and Membership, Policy and Research, and Motorcycle Safety Programs, is just one way to stay involved without sacrificing significant personal time. If you have a couple hours a month and would like to be a part of the action, we would love to get you signed up with one of the committees.

We look forward to visiting with you throughout the year and hope to see you all at the 2018 SMSA National Training Summit in Sacramento, California. In the meantime, have a wonderful 2018, and please don't hesitate to contact any of the Executive Committee members or the HSS staff if we can be of service.

Yours truly,

Sunshine Beer, Executive Committee Chairperson

A handwritten signature in blue ink that reads "Sunshine Beer". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

2016 - 2017 SMSA OFFICERS AND REGIONAL REPRESENTATIVES

Sunshine Beer (ID), Chairperson
Ray Pierce (MO), Vice Chairperson, Member-at-Large
Edith Peters (FL), Treasurer, Member-at-Large
Paul Graves (VT), Secretary, Eastern Region Representative
Chuck Stiteler (OH), Central Region Representative
Larry Starkey (CA), Western Region Representative
Chad Teachout (MI), Member-at-Large
Roberta Carlson (Total Control Training, Inc.), Supporting Member Representative
Jay Jackson, Individual Member Representative

2017 - 2018 SMSA OFFICERS AND REGIONAL REPRESENTATIVES

Sunshine Beer (ID), Chairperson
Ray Pierce (MO), Vice Chairperson, Member-at-Large
Edith Peters (FL), Treasurer, Member-at-Large
Paul Graves (VT), Secretary, Eastern Region Representative
Chuck Stiteler (OH), Central Region Representative
Larry Starkey (CA), Western Region Representative
Chad Teachout (MI), Member-at-Large
Roberta Carlson (Total Control Training, Inc.), Supporting Member Representative
Jay Jackson, Individual Member Representative

SMSA MEMBERSHIP

At the conclusion of 2017, the membership of the Association consisted of the following:

- 37 State Memberships
- 3 Supporting Corporate Partner Memberships
- 10 Supporting Corporate Memberships
- 6 Supporting Small Business Memberships
- 7 Supporting Non-Profit Memberships
- 60 Gold Level Individual Memberships
- 553 Silver Level Individual Memberships

SMSA SUPPORTING CORPORATE PARTNER

Management Systems, Inc.
Motorcycle Safety Foundation (MSF)
Total Control Training, Inc.

SMSA SUPPORTING CORPORATE MEMBERS

A.B.A.T.E. of Illinois	Harley-Davidson Motor Company
Affordable Home Services	Royal Enfield
BRP US Inc. Spyder	SKIDCAR SYSTEM, INC.
Cape Fox Corporation	Snell Memorial Foundation, Inc.
Goldwing Road Riders Association	Tidewater Motorcycle Safety Training Program

SMSA SUPPORTING SMALL BUSINESS MEMBERS

Actionstations, Inc.
Be Crash Free, LLC
Crown Advertising
Ridar Systems, LLC
2 Wheel Safety Training
TEAM Arizona

SMSA NON-PROFIT SUPPORTING MEMBERS

AAMVA	Motorcycle Safety League of VA
Accident Scene Management/Road Guardians	National Motorcycle Institute
Evergreen Safety Council	TEAM OREGON
Governors Highway Safety Association (GHSA)	

INDIVIDUAL MEMBERS

Gold Level	Silver Level
60	553

The Association extends our gratitude to all SMSA Members for their dedication, participation and support.

The Association holds memberships in the following organizations:

AAMVA	GHSA
-------	------

2017 SMSA FINANCIAL STATUS

A detailed Financial Statement (through December 31, 2017) is provided on page 11.

The *SMSA 2017 Approved Budget* projected an end-of-year balance of \$73,072.79 (-\$4,433.31).

The SMSA ended 2017 with a balance of \$68,639.48 for a net loss of \$10,860.60 from 2016.

This indication of a net loss is primarily due to membership dues that were not paid in 2017 that will be collected in early 2018.

The *SMSA Approved 2018 Detailed Budget* provides for a balanced budget for the 2018 fiscal year.

STATUS REPORT ON THE 2017 1-YEAR PLAN

The following provides a status report based on the approved *SMSA 2017 1-Year Plan*. The plan is available on the SMSA website in the *SMSA Members Only Section*.

Activity 1

Expand and increase the SMSA membership, enhance member benefits and communications.

1.1. Continue to keep members, partners and stakeholders informed on SMSA projects and activities.

SMSA continues to communicate with its members, partners and stakeholders through emails, email news blasts, the SMSA listserv, the SMSA Webpage, the Spotlight Magazine, meetings and conference calls. The SMSA listserv was used to collect information from 26 State Level Members, 6 Supporting Level Members and 12 SMSA Gold Level Individual Members.

1.2. Explore approaches to increase SMSA annual revenue.

- The SMSA Executive Committee, as well as the SMSA Communications and Membership Committee reviewed and discussed ways to increase revenue. Several options suggested were raising membership fees, raising annual conference fees, and adding other membership levels. The committees continue to analyze ways to increase revenue. The Association will not raise membership fees; however, conference fees will be increased and new membership levels are being evaluated.
- The Executive Director met several times with NHTSA personnel regarding potential motorcycle safety projects. No funding was available for potential projects at that time. SMSA continues to work with NHTSA to identify potential motorcycle safety projects.

1.3. Develop and activate a plan to solicit additional Supporting and Individual memberships.

Membership Category	2016	2017	Increase or Decrease	% Increase or Decrease
State Members	37	37	0	0%
Supporting Members	21	26	+5	+23.8%
Individual Members	513	613	+100	+19.5%

Category	Annual Dues	Current Members
Supporting Corporate Partner	\$2,500	3
Supporting Corporate Member	\$1,200	10
Supporting Non-Profit Member	\$600	6
Supporting Small Business	\$600	7
Total Supporting Members		26

- In 2016, there were 49 Gold Level and 464 Silver Level Individual Memberships. In 2017, there were 60 Gold Level and 553 Silver Level Individual Memberships.

1.4. Continue to explore the feasibility of securing discounts from vendors for the Membership.

- It has been challenging to secure vendor discounts for a trade association such as SMSA verses other types of individual rider associations. The SMSA Communications and Membership Committee will continue to examine the possibility of securing such discounts in 2018.

1.5. Plan and conduct the SMSA National Motorcycle Safety Summit in Burlington, Vermont.

- The 2017 SMSA National Training Summit was held in Burlington, Vermont, September 27 – 30, 2017. The Summit Host Planning Committee consisted of representatives from Vermont, New Hampshire, Massachusetts, Connecticut, Oregon, and California. Presentations from the summit are available on the SMSA website.
- SMSA Executive Committee Members attended various state conferences or update training sessions to promote SMSA and the SMSA National Training Summit.
- Supporting Members and other organizations provided sponsorships to support the 2017 Summit. The SMSA appreciates their support and extends our thanks to these Supporting Members and other organizations for sponsoring events during the 2017 Summit. The sponsors included:
 - Affordable Home Services
 - AAMVA
 - Bosch - Two-Wheeler & Powersports Division
 - BRP US Inc.
 - Harley-Davidson Riding Academy
 - Management Systems, Inc.
 - Motorcycle Coasters
 - Philadelphia Insurance Companies
 - Snell Memorial Foundation
 - Tidewater Motorcycle Safety Training Program
 - Whitehorse Gear
- The SMSA conducted one Professional Development Workshop (PDW) during the 2017 Training Summit in Burlington, Vermont: *Creating a Reliable and Sustainable Quality Assurance Program – an Interactive Workshop*. Over 60 conference participants attended the workshop.
- A total of 181 people attended the 2017 National Training Summit.
- The SMSA extends our appreciation to the Vermont DMV for hosting the 2017 National Training Summit.
- The 2018 National Training Summit will be held September 13-16, 2018 in Sacramento, CA and the 2019 Summit, September 12-14, 2019 in Grand Rapids, MI.
- SMSA is seeking a host state in the Eastern Region for the 2020 Summit.

1.6 Complete the revision of the SMSA Bylaws and develop the required operational policies to support the Bylaws.

- An annual review of the SMSA bylaws was conducted. Articles II, III, and V were proposed for revisions; distributed to the membership in July and were approved during the 2017 Annual Members' Business Meeting.
- Maintenance of the SMSA Bylaws is also incorporated into the 2018 1-Year Plan.
- Operational Policies for SMSA in support of the Bylaws will be reviewed and updated as necessary in 2018.

Activity 2

Encourage State members to implement components of NHTSA's Highway Safety Program Guideline No. 3 – Motorcycle Safety as part of their State's motorcycle safety effort.

2.1. Encourage states through communication channels and collaboration with stakeholders to implement components of NHTSA's Highway Safety Program Guideline No. 3 – Motorcycle Safety as part of their state's motorcycle safety effort.

- SMSA continues to support a comprehensive approach to motorcycle safety and to encourage Members to meet as many of the components as possible.
- SMSA and NHTSA conducted a session at the 2017 Summit on comprehensive motorcycle safety programs and will continue the discussion by publishing related articles in the SMSA Spotlight Magazine.
- SMSA members provided input to NHTSA on possible revisions to Guideline No. 3. A revision of the guidelines is expected to be published in 2018.

2.2. Plan and conduct workshops in conjunction with the 2017 annual conference to highlight selected components of NHTSA's Guideline 3 and review state projects associated with each component.

- The SMSA conducted one Professional Development Workshop (PDW) for the 2017 Training Summit in Burlington, VT. Creating a Reliable and Sustainable Quality Assurance Program – an Interactive Workshop. Over 60 conference participants attended the workshop.

2.3. Collaborate with NHTSA to develop a cost effective approach for States to request and complete Motorcycle Safety Technical Assessment.

- This activity was deferred to a later time due to funding limitations.

2.4. Assist states to prepare for a Technical Assessment and offer technical assistance after the completion of the Assessment.

- SMSA assisted Virginia with their assessment in June 2017.
- State Motorcycle Safety Assessments are requested by the States and coordinated through NHTSA. SMSA staff and State Members serve on the Assessment Teams.

2.5. Update and market the use of the SMSA Motorcycle Safety Program State Self-Assessment Tool.

- The States requesting Assessments in 2017 may have used this tool for planning, but this was not communicated to the SMSA. TEAM members for the Virginia Motorcycle Safety Assessment utilized the Self-Assessment Tool to assist with their review.
- SMSA deferred revision of the Self-Assessment Tool until revisions of Guideline No. 3 – Motorcycle Safety have been published by NHTSA in 2018.
- The 2018 1-Year Plan includes a review and update of the Self-Assessment Tool.

Activity 3

Promote and encourage data collection for program evaluation, countermeasures and initiatives.

3.1. Compile and distribute Motorcycle Safety and Rider Education Surveys to the membership.

- The SMSA Annual Survey will attempt to collect essential rider training data. Parts of the Annual Survey Questionnaire were drafted and distributed in 2017. The Motorcycle Safety Programs Committee will continue the development and distribution of the survey and its components. Sections completed include:
 - Section 1 – Program Administration
 - Section 2 – Instructors and Instructor Trainers
 - Instructors
 - Instructor Trainers
 - Refresher training
 - Updates and conferences
 - Section 3 – Quality Assurance
 - Section 4 – Reciprocity

Activity 4

Develop New and Strengthen Existing Partnerships with National Organizations.

4.1. Plan and conduct a Motorcycle Safety Partners Workshop with key national partners, in conjunction with the 2017 SMSA Summit, to discuss common goals for motorcycle safety and establish expected outcomes for the next five years.

- The Executive Director and Chairperson met with the NHTSA and various national organizations during national conferences.
- The SMSA Communications and Membership Committee collaborated with AAMVA in the revision of their Motorcycle Licensing Survey. Questions associated with the Motorcycle Operator Manual, permit process and knowledge testing, etc., were revised. AAMVA will share the survey results with the SMSA membership once compiled and completed.
- SMSA met with MRF to begin planning of a National Motorcycle Safety Coalition (official name to be determined). This group met during the SMSA Summit in Burlington, Vermont and discussed ways to collectively address motorcycle safety matters.
- The national group consists of:
 - AAMVA
 - AMA
 - FHWA
 - GHSA
 - IIHS
 - MRF
 - MSF

- NHTSA
- NTSB
- SMSA
- The group held a conference call in November to review potential topics. They will be holding several calls in 2018 and meeting in person at future events in 2018.

4.2 Participate in the Transportation Research Board (TRB) ANF30 Motorcycles and Mopeds Committee and with other national motorcycle safety research consortiums.

- Brett Robinson, Executive Director, attended the 2017 TRB Annual Meeting in January and participated in the Motorcycle and Moped Operator Committee meeting.
- Brett Robinson attended the Progressive Motorcycle Show in Washington, DC in January to create contacts with potential speakers and vendors for the 2017 SMSA National Training Summit.
- Brett Robinson participated in the panel for coordination of motorcycle safety topics for the Lifesavers Conference.

4.3 Accept invitations to present at national and local conference regarding motorcycle safety issues.

- Brett Robinson and Paul Graves (VT), SMSA Eastern Region Representative, presented on the SMSA and the National Training Summit at various New England state conferences / update training sessions.
- Sunshine Beer (ID), SMSA Chairperson and Bruce Biondo (VA), Past Chairperson, represented SMSA and participated in Rider Ed Panel Discussion at the MRF Meeting of the Minds September 22, 2017 in Williamsburg, VA.

4.4 Identify proposed projects for NHTSA funding on an on-going basis.

- Brett Robinson met several times with NHTSA staff on potential motorcycle safety projects. Funding is currently unavailable to assist with projects, however discussions will continue on the possibility of future joint projects.

Activity 5

Conduct regular meetings of the SMSA Executive and Standing Committees.

5.1. Conduct conference calls as needed with the three SMSA Standing Committees to identify and complete projects that support SMSA's mission.

- 27 Committee and Working Group Conference Calls were completed in 2017.
 - Communications and Membership Committee – 7
 - Motorcycle Safety Programs Committee – 8
 - Policy and Planning Committee – 4
 - Conference Host Committee – 8

- Communications and Membership Committee
 - Drafted and finalized Guidelines for SMSA Conference Presentations and Visuals.
 - Drafted and finalized Guidelines for Submitted SMSA Spotlight Magazine Articles.
 - Assisted with the SMSA Spotlight Magazine editions.
 - Identified revisions for the SMSA website.
 - Assisted in planning the 2017 SMSA Summit.
- Motorcycle Safety Programs Committee
 - Drafted and finalized four sections of the Annual Survey of the States.
 - Assisted AAMVA with revisions to their Motorcycle Licensing Survey.
 - Reviewed the SMSA Motorcycle Safety Program State Self-Assessment Tool.
- Policy and Research
 - Drafted Rider Education Reciprocity Agreement (work to continue in 2018).
 - Drafted and presented for affirmative vote SMSA revisions to three Articles of the SMSA Bylaws.
 - Drafted and presented for affirmative vote SMSA Position Statements.
 - Drafted and finalized Process for Establishing SMSA Position Statements.
 - Reviewed and Developed format for SMSA Committee Charters.
 - Reviewed nominations for 2017 SMSA Awards Program.

5.2. Conduct monthly conference call meetings and one face to face meeting of the SMSA Executive Committee to complete SMSA business.

- Nine Executive Committee Conference Calls were completed in 2017 and two face-to-face meetings at the 2017 Summit. The Executive Committee worked closely with the SMSA committees in meeting their deliverables.

Acknowledgements

The SMSA Executive Committee would like to recognize the Chairpersons and members of the SMSA Committees and Working Groups for their hard work and dedication on SMSA activities.

The SMSA Executive Committee thanks all of our members for your continued support and interest in SMSA.

Thank you for your commitment to motorcycle safety and rider education. Together, we can make a difference.

SMSA Financial Statement December 31, 2017

Expenses		2014	2015	2016	2017	2017 Budget
100	HSS Management Contract					
	101 HSS Staff Hours					
	101.1 Staff salary, overhead and fringe	75,622.52	71,943.01	52,010.41	65,037.95	61,064.84
	102 SMSA Office Lease and Utilities	4,275.00	4,750.00	5,700.00	4,274.92	5,700.00
	103 Conference Calls/Webinars	1,432.27	1,768.40	262.53	10.86	2,000.00
	104 Phone	0.00	0.00	0.00	0.00	0.00
	105 Staff Travel	4,320.18	4,573.37	735.02	16.00	2,000.00
	Total HSS Management Agreement	85,649.97	83,034.78	58,707.96	69,339.73	70,764.84
	Consultant Labor				1,050.00	
200	Legal, Accounting and Marketing Services	750.00	940.00	2,568.15	3,490.00	1,500.00
300	Office Supplies, Printing, Postage and Equipmen	1,239.04	933.26	772.36	508.36	1,650.00
400	Executive Committee Meetings/Travel	9,120.68	6,225.00	4,414.90	6,095.23	
500	SMSA Conference	34,129.59	26,578.69	67,518.95	55,584.25	44,050.00
600	SMSA Memberships and Subscriptions	704.00	204.00	204.00	204.00	204.00
	Merchant Card Fees	1,389.93	1,867.55	2,410.15	2,311.70	
700	Insurance	5,296.00	5,530.50	7,333.00	7,035.00	7,335.00
	Total Expenses	138,279.21	125,313.78	143,929.47	145,618.27	125,503.84
	Income					
		2014	2015	2016	2017	
44800	Contributions/Sponsorships	8,750.00	16,814.00	25,228.14	16,000.00	
45000	Investments - Interest Savings	1.34	2.11	2.59	7.67	
46400	Sales/Services	400.00	105.00	0.00	0.00	
47250	Conference Registration	34,035.00	38,120.00	62,910.00	57,000.00	
47230	Membership Dues	62,375.00	65,175.00	69,260.44	61,750.00	
	Misc					
	Total Income	105,561.34	120,216.11	157,401.17	134,757.67	
	Budget Discrepancies					
	Net Income	-32,717.87	-5,097.67	13,471.70	-10,860.60	
		2014	2015	2016	2017	
	SMSA Accounts Balance December 31	\$64,348.34	\$62,403.38	\$77,975.08	\$68,639.48	
	Highway Safety Services, LLC Contribution/Unbilled Hours	\$9,126.58	\$9,560.90	\$24,727.42	\$9,513.21	