

**National Association of State Motorcycle
Safety Administrators**



Annual Report

Report to the Membership

2018



Brett Robinson, Executive Director

Ray Pierce (MO), Chairperson

A MESSAGE FROM THE CHAIRPERSON

2018 was a very productive year for the National Association of State Motorcycle Safety Administrators (SMSA). The commitment of time and energy from our membership and the folks at Highway Safety Systems (HSS) was incredible and allowed the Association to experience a productive and successful year.

Growth of the Association was realized with the increase in four membership categories: two new State Members; one new Supporting Corporate Partner; two new Supporting Small Business members; one new Non-Profit Members. We continue to search out new partnerships and encourage instructors and organizations across the nation to support us and reap the benefits of membership.

The members of the standing committees were very active. Overall, they participated in 25 conference calls and produced several deliverables. Some of those efforts include the complete revision, distribution and compilation of the SMSA Motorcycle Safety and Rider Education Survey. Breaking the survey into eight smaller sections that could be completed electronically increased Member participation.

As you know, reciprocity is a challenge faced by many of our riders. The Policy and Research Committee did an amazing job of navigating all the potential roadblocks to come up with a process to help states with differing requirements find common ground. Three states sat down with the draft Reciprocity Agreement to pilot test it and attempt to create reciprocity for their riders.

The 2018 SMSA conference – Creating a Culture of Safety was a great event thanks to the Host Committee and the members of the California. Although attendance was down it was a top-notch event. There was an increase in exhibitors and sponsorship for the conference giving the attendees great exposure to more motorcycle related products and services. The presentations offered something for everyone with topics from lane splitting to violent intruders/active shooters. Three PDWs were offered, the last, a day of skill building, was quite the highlight for many. Hosted by the California Motorcyclist Safety Program, dozens of attendees participated in activities like closed circuit track riding, dirt riding and classroom discussions.

The success of the SMSA would not be possible without the efforts of the volunteers that make up our committees. If you would like to help the association move forward and can offer a couple hours a month, please contact us so see how you can get involved. I want to offer my most sincere thank you to all who have served during 2018. It's through their efforts that SMSA is able to grow and succeed.

We hope to see you all at the 2019 conference in Grand Rapids, Michigan.

Be Well,

Ray Pierce, Executive Committee Chairperson

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

2018 - 2019 SMSA OFFICERS AND REGIONAL REPRESENTATIVES

Ray Pierce (MO), Chairperson
Chad Teachout (MI), Vice Chairperson, Central Region Representative
Edith Peters (FL), Treasurer, Member-at-Large
Paul Graves (VT), Secretary, Eastern Region Representative
Glenn Davis (CO), Western Region Representative
Jennifer Goodrich (WY), Member-at-Large
Lawrence Crowe (NH), Member-at-Large
Roberta Carlson (Total Control Training, Inc.), Supporting Member Representative
Jay Jackson, Individual Member Representative
Sunshine Beer (ID), Ex-Officio

SMSA MEMBERSHIP

At the conclusion of 2018, the membership of the Association consisted of the following:

- 39 State Memberships
- 2 Supporting Corporate Partner Memberships
- 9 Supporting Corporate Memberships
- 8 Supporting Small Business Memberships
- 8 Supporting Non-Profit Memberships
- 58 Gold Level Individual Memberships
- 136 Silver Level Individual Memberships

SMSA SUPPORTING CORPORATE PARTNERS

Management Systems, Inc.
Total Control Training, Inc.

SMSA SUPPORTING CORPORATE MEMBERS

American Lifan
A.B.A.T.E. of Illinois
Affordable Home Services
BRP US Inc. Spyder

Cycle Gear
Harley-Davidson Motor Company
SKIDCAR SYSTEM, INC.
Tidewater Motorcycle Safety Training Program

SMSA SUPPORTING SMALL BUSINESS MEMBERS

Bay Area Riders Forum
Be Crash Free, LLC
Bohn Body Armor
Crown Advertising

MotoVentures, Inc.
Ridar Systems, LLC
2 Wheel Safety Training
TEAM Arizona

SMSA NON-PROFIT SUPPORTING MEMBERS

American Association of Motor Vehicle
Administrators (AAMVA)
American Driver and Traffic Safety Education
Association (ADTSEA)
Governors Highway Safety Association
(GHSA)

Evergreen Safety Council
Motorcycle Safety League of VA
National Motorcycle Institute
Snell Memorial Foundation, Inc.
TEAM OREGON

INDIVIDUAL MEMBERS

Gold Level
58

Silver Level
136

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

The Association holds memberships in the following organizations:

AAMVA

ADTSEA

GHSA

2018 SMSA FINANCIAL STATUS

A detailed Financial Statement (through December 31, 2018) is provided on page 11.

The SMSA ended 2018 with a balance of \$36,746.57 for a net loss of \$34,543.91 from 2017.

This indication of a net loss is due in part to membership dues that were not paid in 2018 that will be subsequently collected in early 2019; and low attendance and higher costs for the 2018 Summit in Sacramento, California. SMSA anticipates a rebound in financial balances in the first several months of 2019 through membership renewals.

The *SMSA Approved 2019 Detailed Budget* provides for a balanced budget for the 2019 fiscal year.

STATUS REPORT ON THE 2018 1-YEAR PLAN

The following provides a status report based on the approved *SMSA 2018 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 by posting progress on the SMSA web page, conducting regional conference calls and distributing the Spotlight Magazine.

- 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 28 State Level Members, 5 Supporting Level Members and 15 SMSA Gold Level Individual Members. Included in the topics discussed were Training Numbers, Vehicle Classification, Effective Studies, Instructor Background Checks and Personal Protective Equipment.

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 and adding other membership levels. The committees continue to analyze ways to increase revenue. The Association will not raise membership fees 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.

Category	Annual Dues	Current Members
Supporting Corporate Partner	\$2,500	2
Supporting Corporate Member	\$1,200	9
Supporting Non-Profit Member	\$600	8
Supporting Small Business	\$600	8
Total Supporting Members		27

Membership Category	2016	2017	2018
State Members	37	37	38
Supporting Members	21	26	27
Individual Members	513	613	192

- 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. In 2018, there were 57 Gold Level and 135 Silver Level Individual Memberships.

1.4. Plan and conduct the annual National Motorcycle Safety Summit in Sacramento.

- The 2018 SMSA National Training Summit was held in Sacramento, California September 27 – 30, 2017. The Summit Host Planning Committee consisted of representatives from California, Idaho, Oregon, Nevada, Michigan and Vermont. 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 2018 Summit. The SMSA appreciates their support and extends our thanks to these Supporting Members and other organizations for sponsoring events during the 2018 Summit. The sponsors included:
 - Affordable Home Services
 - AAMVA
 - American Lifan
 - Bosch - Two-Wheeler & Powersports Division
 - BRP US Inc.
 - Cycle Gear
 - Harley-Davidson Riding Academy
 - Motorcycle Coasters
 - Philadelphia Insurance Companies
 - Roberta Carlson
 - Snell Memorial Foundation
 - Tidewater Motorcycle Safety Training Program
- The SMSA conducted two Professional Development Workshop (PDW) during the 2018 Training Summit in Sacramento, California: *Risk Management – Just Like Riding – SEE Things Ist!* and *Range Design, Training Methods and Instructor Training*.
- SNELL Memorial Foundation conducted lab tours that were very well attended.
- A total of 145 people attended the 2018 National Training Summit.
- The SMSA extends our appreciation to the California Motorcyclist Safety Program for hosting the 2018 National Training Summit.
- The 2019 Summit will be held September 11-14, 2019 in Grand Rapids, Michigan and the 2020 Summit will be held September 16-19, 2020 in Nashua, New Hampshire.

1.5. Continue maintenance of the SMSA Bylaws.

- An annual review of the SMSA bylaws was conducted. Articles IV, V and VI were reviewed for revisions; distributed to the membership in July and were discussed during the 2018 Annual Members' Business Meeting. The Executive Committee reviewed feedback from the meeting and continued to draft revisions. Final revisions will be completed and sent to the membership for a vote in 2019.

- The SMSA Policies and Procedures Manual was reviewed and updated to support and clarify the SMSA Bylaws. The revised Policies and Procedures Manual will be posted to the SMSA website in early 2019.

1.6 Continue development and maintenance of SMSA Position Statements.

- The Policy and Research Committee finalized the SMSA Position Statement on Lane Splitting which was presented at the SMSA 2018 Annual Members' Business Meeting in Sacramento, California. The Position Statement was sent for approval by the membership. The Lane Splitting Position Statement was approved.

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.

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

- No NHTSA State Motorcycle Safety Technical Assessments were conducted in 2018.

2.3 Update the SMSA Motorcycle Safety Program State Self-Assessment Tool.

- SMSA continues to promote the use of the SMSA Motorcycle Safety Program State Self-Assessment Tool. The update of this tool has been postponed until the release of the revised NHTSA Guideline No. 3 – Motorcycle Safety.

Activity 3

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

3.1 Revise and maintain the SMSA Annual Survey Sections, and

3.2 Distribute and Compile SMSA Motorcycle Safety and Rider Education Surveys to the membership.

- Additional Sections of the Annual Survey Questionnaire were drafted by the SMSA Motorcycle Safety Programs Committee and distributed in 2018. The Motorcycle

Safety Programs Committee will continue the development and distribution of the surveys and their components. Sections completed include:

- Section 1 – Program Administration
- Section 2 – Instructors and Instructor Trainers
- Section 3 – Quality Assurance
- Section 4 – Reciprocity
- Section 5 - Training Motorcycles, Maintenance and Student Equipment
- Section 6 – Program Evaluation
- Section 7- Public Information and Education
- Section 8 – Demographics and Statistics

3.3 Promote use of the “SMSA Motorcycle Safety Related Data – A Guideline Document for States to Collect Motorcycle Safety Data – December 2015” as tool to assist programs for data collection.

- SMSA continues to promote the use of the SMSA Motorcycle Safety Related Data – A Guideline Document for States to Collect Motorcycle Safety Data. The SMSA continues to support the collection of data to assist with comprehensive motorcycle safety programs.

Activity 4

Develop New and Strengthen Existing Partnerships with National Organizations.

4.1 Continue to participate in and support the National Motorcycle Safety Alliance as a Core Member.

- SMSA continued to support the National Motorcycle Safety Alliance in 2018. Members include American Association of Motor Vehicle Administrators (AAMVA), American Motorcyclist Association (AMA), Governors Highway Safety Association (GHSA), Insurance Institute for Highway Safety (IIHS), Motorcycle Riders Foundation (MRF), Motorcycle Safety Foundation (MSF), Federal Highway Administration (FHWA), National Highway Traffic Safety Administration (NHTSA), National Transportation Safety Board (NTSB) and National Association of State Motorcycle Safety Administrators (SMSA).
- Two web meetings were conducted in 2018 and SMSA hosted a face to face meeting in conjunction with the summit on September 12, 2018 in Sacramento, California.

4.2 Participate in National Motorcycle Safety Conferences and Meetings and participate with other national motorcycle safety research consortiums, and

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

- Motorcycle Riders Foundation, Meeting of the Minds 2018
- North East Coordinators Meeting
- Massachusetts meeting on rider skills testing

4.4 Propose potential projects to NHTSA for possible funding.

- 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.

- 25 Committee and Working Group Conference Calls were completed in 2018.
 - Communications and Membership Committee – 7
 - Motorcycle Safety Programs Committee – 8
 - Policy and Research Committee – 5
 - Conference Host Committee – 5
- Communications and Membership Committee
 - Explored approaches to increase and solicit additional members.
 - Assisted in developing the Winter, Summer and Fall Spotlight Magazine. Revisions to the SMSA website.
 - Assisted in planning the 2018 Summit.
 - Explored approaches to secure member discounts.
 - Assisted with revisions to the SMSA Policy and Procedures.
- Motorcycle Safety Programs Committee
 - Developed, compiled, finalized and distributed motorcycle safety and rider education survey sections to the state members.
 - Assisted with revisions to the SMSA Policy and Procedures.
- Policy and Research Committee
 - Finalized draft SMSA Position Statement on Lane Splitting for membership review and vote
 - Researched and developed a draft Reciprocity Agreement
 - Presented Reciprocity Agreement to the New England States for a possible Pilot Test
 - Revised SMSA Policy and Procedures Manual for Executive Committee review
 - Reviewed nominations for 2018 SMSA elections and awards

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

- Seven Executive Committee Conference Calls were completed in 2018 and two face-to-face meetings at the 2018 Summit. The Executive Committee worked closely with the SMSA committees in meeting their deliverables.

5.3 Explore opportunities to establish an Agreement between State Rider Education Programs for the reciprocal exchange of course completion documents between State Programs.

- Presented concept at NE Coordinators meeting. Additional meetings are planned to discuss the concept.

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, 2018

Expenses		2014	2015	2016	2017	2018	2018 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	71,149.32	75,772.45
	102 SMSA Office Lease and Utilities	4,275.00	4,750.00	5,700.00	4,274.92	5,700.00	5,700.00
	103 Conference Calls/Webinars	1,432.27	1,768.40	262.53	10.86	80.95	500.00
	104 Phone	0.00	0.00	0.00	0.00	0.00	0.00
	105 Staff Travel	4,320.18	4,573.37	735.02	16.00	2,483.74	<u>2,000.00</u>
	Total HSS Management Agreement	85,649.97	83,034.78	58,707.96	69,339.73	79,414.01	83,972.45
	Consultant Labor				1,050.00		
200	Legal, Accounting and Marketing Services	750.00	940.00	2,568.15	3,490.00	1,025.00	1,500.00
300	Office Supplies, Printing, Postage and Equipmen	1,239.04	933.26	772.36	508.36	227.10	2,354.00
400	Executive Committee Meetings/Travel	9,120.68	6,225.00	4,414.90	6,095.23	5,317.44	
500	SMSA Conference	34,129.59	26,578.69	67,518.95	55,584.25	70,573.88	44,050.00
600	SMSA Memberships and Subscriptions	704.00	204.00	204.00	204.00	84.00	204.00
	Merchant Card Fees	1,389.93	1,867.55	2,410.15	2,311.70	1,510.35	1,800.00
700	Insurance	5,296.00	5,530.50	7,333.00	7,035.00	7,139.00	<u>6,935.00</u>
	Total Expenses	138,279.21	125,313.78	143,929.47	145,618.27	165,290.78	139,015.45
	Income						
		2014	2015	2016	2017	2018	
44800	Contributions/Sponsorships	8,750.00	16,814.00	25,228.14	16,000.00	33,000.00	
45000	Investments - Interest Savings	1.34	2.11	2.59	7.67	7.87	
46400	Sales/Services	400.00	105.00	0.00	0.00	0.00	
47250	Conference Registration	34,035.00	38,120.00	62,910.00	57,000.00	44,114.00	
47230	Membership Dues	62,375.00	65,175.00	69,260.44	61,750.00	53,625.00	
	Misc						
	Total Income	105,561.34	120,216.11	157,401.17	134,757.67	130,746.87	
	Budget Discrepancies						
	Net Income	-32,717.87	-5,097.67	13,471.70	-10,860.60	-34,543.91	
		2014	2015	2016	2017	2018	
	SMSA Accounts Balance December 31	\$64,348.34	\$62,403.38	\$77,975.08	\$68,639.48	\$36,746.57	
	Highway Safety Services, LLC Contribution/Unbilled Hours	\$9,126.58	\$9,560.90	\$24,727.42	\$9,513.21	\$0.00	