



SMSA Spotlight Magazine

Fall – 2014

The Future of Motorcycle Safety

For over 30 years, motorcycle safety has relied on rider training and motorist awareness to reduce crashes. Unfortunately there is little to no evidence that supports the success of these strategies. The motorcycle safety community needs to change its approach to motorcycle safety in order to achieve a reduction in motorcycle crashes and fatalities. We need to develop new approaches that are effective, measureable and produce results. We must have a comprehensive approach to motorcycle safety.

Motorcycle safety has not progressed at the rate it should over the last three decades. Significant changes have occurred in other traffic safety areas including driving under the influence, occupant restraint use, commercial motor vehicle safety requirements and Graduated Driver Licensing (GDL).

Little research has occurred in motorcycle safety since the 1970s and 1980s. The Hurt Report, published 33 years ago in 1981, continues to be a foundation for motorcycle safety initiatives.

Some progress is currently being made in the research arena, including but not limited to, the Federal Highway Administration (FHWA) Crash Causation Study; National Highway Traffic Safety Administration's (NHTSA) Instrumented On-Road Study of Motorcycle Riders, The Effect of Entry-Level Motorcycle Rider Training on Motorcycle Crashes, Examining the Puerto Rico .02 BAC Law for Motorcycle Riders, and The Effect of Sight Distance Training on Motorcycle Skills and other national research projects.

Motorcycle crashes and fatalities continue to increase each year. Major factors include:

- Rider error (speed, cornering, etc.)
- Impaired riding
- Distracted riding
- Aggressive operation
- Increases in engine size
- Type of motorcycle (i.e., cruiser vs. sportbike)
- Increase in the average age of riders (returning riders)
- Aging riders



GHSA has reported that impaired operation makes up 30% of all fatal crashes; 43% are single vehicle fatal crashes, speeding is the result of 35% of fatal crashes, and improper licensure is involved in 25% of fatal crashes.

Other state data suggest that motorcyclists are at fault in over 50% of all crashes. Approximately 50% of all crashes are single vehicle, and 43% of all crashes involve rear end collisions – the motorcyclist hitting another vehicle.

To effectively reduce crashes and fatalities, we need data to identify the critical issues, initiatives that are data driven, and initiatives that are measured and evaluated on their effectiveness for crash reduction. Research is needed to support motorcycle safety

countermeasures and initiatives. Countermeasures and initiatives must be driven by the research. Grant funding must be more flexible so current issues can be addressed in a timely manner.

Comprehensive state motorcycle safety programs based on the *NHTSA Uniform Guidelines for State Highway Safety Programs – Highway Safety Program Guideline No. 3 – Motorcycle Safety* must be established and maintained.

States also need to:

- develop realistic multi-year plans with strategies that address the current motorcycle safety issues,
- use other (all) funding sources to support motorcycle safety efforts and initiatives,
- form coalitions comprised of the right partners to create, implement and evaluate strategies and plans, and
- develop models to measure and evaluate their strategies, plans and initiatives.

The motorcycle safety community must work collaboratively to reduce motorcyclist crashes and fatalities. State Agencies, National Associations, National Organizations and Federal Government working cooperatively can make a difference.



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.



SMSA Individual Member Spotlight

Chris Johnson began his motorcycling journey over 25 years ago as a young man in England. After taking the CBT (compulsory basic training), and after making a lot of mistakes in rider's choices, Chris found himself doing motorcycle track days. This is where Chris first discovered the value of training and set upon his journey to become an instructor.

Chris became a motorcycle instructor for both track and road riding which then lead him to become a mentor for the Institute of Advance Motorist for cars, trucks and motorcycles.

In 2005 Chris moved to the United States and found things to be very different in the process of training and receiving a motorcycle endorsement. After spending a few years settling into life in Washington State and focusing on his first passions, his two young boys Max and Sam, Chris found himself wanting to get back into training riders.

In 2008, Chris became a Washington State certified Motorcycle Safety Foundation (MSF) instructor and went on to become a Washington State Motorcycle training contractor. He opened Washington Motorcycle Safety Training (WMST) based in Everett in 2009. Since their opening, Chris and his team have increased the number of students trained in that area by over 200%.

Chris attended his first 2010 SMSA conference in 2010. He says that he learned so much, and met so many knowledgeable people in the industry that helped him really understand the need for comprehensive motorcycle training in the United States. This prompted Chris to partner with Dave Wendell (owner of Pacific North West Motorcycle Safety) and open a company called M.O.S.T Concepts. This company has written several curriculums to date including the On Street Course, Kickstart Class and M.O.R.E Cornering, which some states and schools have added to their programs.

After attending the 2010 SMSA conference, Chris was invited to be one of the panelists on a "meeting of the minds" conference held at Howard Community College. The conference consisted of 15 experts tasked with discussing the current state, and future of motorcycling. During the conference, Chris met Gary LaPlante, owner of MotoVentures, a successful dirt bike and adventure-training program in California. Chris and Gary have worked together to bring MotoVentures "Dirt First" program to Washington State which provides riders the opportunity to learn how to operate a motorcycle in the dirt for the first time.

After attending a Washington State Motorcycle Safety advisory board meeting in 2013, Chris learned that there was a need for additional motor vehicle instructors. Chris's company added Washington Motorist Safety Training and became a certified driver's education program for both teens and adults. This has allowed Chris and his team to provide and promote motorist awareness on a whole new level.

Since attending his first and subsequent SMSA conferences, Chris has met many industry professionals who have helped him expand his network, knowledge base, and his ability to further promote and improve training.

Chris would like to take this opportunity to thank those people and all the members of the SMSA for all their time, insight and wisdom.

SMSA Committees

In August 2013, the SMSA Membership approved a new committee structure. During the Annual Members Business Meeting three new SMSA committees were formed. These committees include:



- Communications and Membership
- Motorcycle Safety Programs
- Policy and Planning

Members readily volunteered to serve on the committees and over the past 10 months, the committees have been working diligently.

- The SMSA Communications and Membership Committee, Chaired by Pete Vander Aa, Nevada, drafted the *SMSA Communications Plan*. They have also recommended additional membership categories and examined ways to enhance membership services.
- The SMSA Motorcycle Safety Programs Committee, Chaired by Phil Sause, Maryland, finalized the *SMSA Guidelines for Establishing State Motorcycle Safety Coalitions*. The committee has begun development of *SMSA Promising Practices for State Rider Education Quality Assurance Programs*.
- The SMSA Policy and Planning Committee, Chaired by Michele O'Leary, Oregon, selected the recipients for the SMSA 2014 Awards. The committee reviewed the *SMSA Strategic Plan* and drafted the *Procedures for Submitting SMSA Policy Positions*. They will begin drafting formal SMSA policy positions in 2014/2015.

Several of these documents will be presented during the SMSA Annual Members Business meeting for review and comment by the Membership.

The SMSA thanks each of the committee members and their state programs, for their contributions to the SMSA. Through their dedication and commitment, the new SMSA committee structure will be successful.



Rick Kiley Speaks at Annual GHSA Conference

Rick Kiley, SMSA Acting-Chairperson spoke at the Annual Governors Highway Safety Association (GHSA) Conference on September 8, 2014 in Grand Rapids, Michigan.



The Annual GHSA Conference is attended by officials from state highway safety offices. Mr. Kiley's presentation consisted of:

- an Overview of SMSA;
- Motorcycle Crashes;
- SMSA Initiatives to Improve Working Relationships with State Highway Safety Offices and GHSA; and
- The Future of Motorcycle Safety.

The presentation is available on the GHSA website at www.ghsa.org.

Northeast Transportation Safety Conference

The Northeast Transportation Safety Conference was held September 3, 2014 in Providence, Rhode Island. SMSA Executive Director, Brett Robinson, Stacey "Ax" Axmaker and Gene Carabine of the SMSA Executive Committee joined Anthony Ricci from the Rhode Island Rider Education Program in a motorcycle safety panel. The discussion was moderated by Despina Metakos, Rhode Island Department of Transportation.

The panel discussion focused on:

- Progress in Motorcycle Safety
- Continued Research
- Demographics of Motorcycle Operators
- Current Technologies in Motorcycles/Gear
- Motorcycle Crashes
- SMSA Initiatives to Improve Working Relationships with State Agencies
- SMSA Partnerships
- The Future of Motorcycle Safety

Mr. Robinson provided an overview of the national status of motorcycle safety while the other panel members provided a state perspective on motorcycle safety issues.

Save The Date

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

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



We look forward to seeing you at next year's Symposium.

SMSA Executive Committee Spotlight

The SMSA welcomes our newest Executive Committee Members. Raymond Pierce, Missouri Motorcycle Safety Program, is the newly elected Member-at-Large and Robert Reichenberg, is the Individual Member Representative. Their terms will officially begin following the 2014 SMSA Symposium.

Raymond (Ray) Pierce, Missouri, State Member-at-Large

Ray was trained as an instructor in 1990. In 1998 motorcycle safety became his full time profession. Contributions of note include writing and field testing curricula and QA programs. Ray is a current member of the SMSA Motorcycle Safety Programs Committee, former member of the SMSA Executive Committee and a member of the working group that created the Model National Administrative Standards for Motorcycle Rider Training Programs. He is currently the Coordinator for the Missouri Motorcycle Safety Program.



Robert (Bob) Reichenberg, Oregon, Individual Members' Representative

Bob Reichenberg has over 33 years of experience in the motorcycle safety field. He is the former Manager of Training & Development at the Motorcycle Safety Foundation and directed the nationwide Chief Instructor Training Program. He is a former contributing editor and columnist for Boulevard, Cruising Rider and Motorcycle Consumer News. Since 1999, he has served on the State Motorcycle Safety Program Assessment Team for the National Highway Traffic Safety Administration. His experience in state programs ranges from management to quality control to communications.

Bob is one of the four principals who developed the Team Oregon Basic Rider Training program. He joined with Steve Garets to design on-line ATV Safety Training for the Oregon Parks and Recreation Department. He is editor of the Team Oregon eRider Program. Bob also designed and founded Streetmasters, a racetrack-based training program for street riders. He is currently Vice-Chair of the Oregon Governor's Advisory Committee on Motorcycle Safety.



Paying Too Much To Insure Your Motorcycle School?

For a Free Quote Call Toll Free 800-247-9718

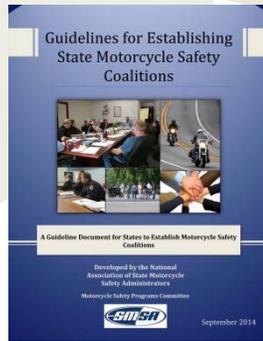
Or Visit Us Online

www.us-insurance.com/rider-school



SMSA Guidelines for Establishing State Motorcycle Safety Coalitions

The SMSA has published the new *SMSA Guidelines for Establishing State Motorcycle Safety Coalitions*, developed by the SMSA Motorcycle Safety Programs Committee, September 2014.



The Committee was formed to implement projects and activities relating to state motorcycle safety programs. The committee was assigned the responsibility to develop the *SMSA Guidelines for Establishing State Motorcycle Safety Coalitions*, in support of SMSA's Strategic Plan and 2014 1-Year Plan (available at www.smsa.org).

The SMSA surveyed all states to determine whether they use coalitions or other advisory groups in planning their motorcycle safety efforts. The SMSA also gathered reference information on coalitions. This information was compiled into guidelines for establishing and managing state motorcycle safety coalitions. The document provides state examples, work plans, reference materials and examples of State Motorcycle Safety Coalitions.

The *SMSA Guidelines for Establishing State Motorcycle Safety Coalitions* will be available at the SMSA 2014 Symposium in Baltimore, Maryland. It will be posted to the SMSA website in the Members Only section. A concurrent session highlighting the *SMSA Guidelines for Establishing State Motorcycle Safety Coalitions* will held during the Symposium.

SMSA Proud Supporter Logo

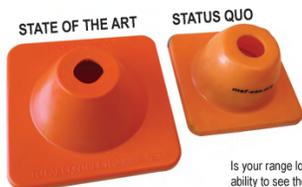
SMSA releases new Proud Supporter Logo as of September 2014. State Members are encouraged to display the logo on their printed materials, websites and social marketing sites to promote the SMSA.



Supporting Members may also display the logo on their printed materials, websites and social marketing sites.

SMSA appreciates the support of all of our members in promoting the SMSA name.

Upgrade Your Cones!



	Total Control	Other guys
Size:	5"x5"x2"	4"x4"x2"
Colorfastness:	Excellent	May stain hands
Smells:	Like freedom	Toxic
Country of Origin:	USA	China
Friction Coefficient:	50% higher	Standard
Flexibility:	200% more	Standard
Cost for set of 80:	\$200	\$100

Is your range looking a little dingy due to old, dirty cones? Improve your students' ability to see the exercises like they were intended with a set of Total Control's Training Cones. These high-quality, domestically-produced training aids were designed for the rigors of high-performance riding schools where higher speeds required more conspicuous cones. The added visibility of our cones also makes it easier for visually-challenged students to see the path of travel, which can reduce mishaps on the range. Treat your students to a less stressful learning environment with the world's finest training cones today!



www.totalcontroltraining.net



"Managing Success"

Rider Education Management System • Since 1998

Registering & Managing over 80,000 students per year!

REMS is crafted with Pride; Designed, Developed, Maintained, and Supported in the USA.

REMS is **Easy** to use • **Scalable** on demand • **Affordable** for any budget • **Secure**

www.getrems.com • Call for a live demo: 305-777-1553

From the Executive Director's Desk

These are exciting times for the SMSA. Great progress has been made over the past two-years and SMSA continues to grow and enhance member services. The new SMSA committees have accomplished a great deal over the last year. Please make it a point to thank your committee members for their dedication and commitment. SMSA is making amazing strides thanks to them.



The SMSA Executive Committee continues to lead the charge in establishing the SMSA as a national leader in motorcycle safety. With the assistance of the new committees, the Executive Committee has outlined a new vision for SMSA by developing the SMSA Strategic Plan and the 1-Year Plans.

The SMSA continues to establish and strengthen partnerships with other motorcycle safety stakeholders. In 2015, the SMSA, in partnership with other key organizations, will lead in establishing a National Motorcycle Safety Coalition. The SMSA will work with the State Members to strengthen the SMSA as a national coalition of state motorcycle safety programs. The SMSA will provide an avenue for state motorcycle safety programs to collaborate with our federal and national partners and the National Motorcycle Safety Coalition.

We will continue to strengthen our partnerships with the National Highway Traffic Safety Administration (NHTSA), the Federal Highway Administration (FHWA) and the National Transportation Safety Board (NTSB).

The SMSA will continue to enhance membership services, benefits and the development of products that will benefit the membership. The SMSA will continue to seek input from the membership as we continue to strengthen and grow the Association. Through our committees, we can provide tangible services and benefits to all SMSA Members.

I encourage everyone to become involved and to participate in SMSA activities and initiatives. Together, as an Association, we can make a difference in motorcycle safety and in reducing motorcyclist fatalities. – Brett Robinson

