



NATIONAL ASSOCIATION of STATE MOTORCYCLE SAFETY ADMINISTRATORS

SMSA Spotlight Magazine

Spring 2015

California Motorcyclist Safety Program – Looking Forward

The California Highway Patrol (CHP) selected Lee Parks' Total Control Training (TCT) to



manage its California Motorcyclist Safety Program (CMSP) for the next three years. In addition to a change in management, the CMSP will be using a new curriculum, the California Motorcyclist Training Course (CMTC) as well as the Premier Motorcyclist Training Course.

The push for a radical change in California's motorcycle training program was driven by an increasing number of motorcyclist fatalities and injuries. Data also indicated that licensed motorcyclists were involved in fatal crashes at an increasing rate.

Lee Parks and his team, including former Cape Fox and Pennsylvania State Coordinator Roberta Carlson and former Idaho **STAR** Director Stacey Axmaker, began the transition to the new curriculum last December. Totally revising a state program is no small task, but CHP seems very pleased with progress so far. CHP reports that as of April 1, 2015, 91 training sites are active with another 25 to 35 ranges to be added when the conversion process is complete. Over 300 instructors have been retrained and Instructor Preparation Courses for new instructors are being held monthly.

Lee Parks said that there has been very little pushback from training site sponsors or instructors. "I've been surprised at the degree of acceptance of our staff, the curriculum and our goals. We've been incredibly well received by the instructors and the administrators," he

remarked.

Interviews with site administrators and instructors indicate a generally positive attitude toward the program changes. From one long-time instructor and training site sponsor: "We just taught our first set of classes and I think the program is great. I'm most pleased that we set firm expectations for student performance and are not nursing students through class," he said. "I also like the CMSP's new "open door" policy. There's no hidden information and I get answers quickly."

Another site sponsor noted scheduling challenges with the need to add classroom time for the new program and the need to manage range exercises carefully. "The range is very good and the students get a lot of riding time, but time management is critical." He also noted that the students are riding about twice as many miles as they were previously.

Most, if not all of the Harley-Davidson Motor Company/Riding Academy training sites have already updated their instructors and are participating.

According to CHP, the transition is proceeding smoothly. "The CHP has been very happy with the new program deliverables as well as the positive consumer surveys and quick adoption by the existing training providers and instructor corps."

When asked what thoughts the CHP would like to share with other motorcycle safety program administrators, they replied with two points:

- "Look at your fatality data closely and make a plan for what you will do differently in the future to improve it."
- "Don't be afraid to try something new and innovative if it will help increase the safety of motorcyclists."

Snell Certified Motorcycle Helmets

What does Snell do for the motorcyclist? Snell tests helmets. Snell tests motorcycle helmets to higher requirements than DOT or ECE and recommends helmets which do well. Snell is a private non-profit corporation incorporated in California since 1957 to do testing for public safety. Snell is independent; Snell's directors and employees may not hold financial interests in any helmet company and cannot derive independent income from helmet manufacturers. Companies with Snell certified helmets pay the costs. Snell charges fees for testing services and for the Snell certification labels which go in every Snell certified helmet. All Snell revenues are paid through an independent accounting firm in Texas well away from Snell's California laboratory and office. And Snell's accounts are subjected to an annual audit by yet another independent accounting firm.

Snell's primary focus is on motorcycle helmets but has programs for many other kinds of headgear. Details for all Snell programs including Snell's test standards, fee schedules, and lists of certified helmet models are available on Snell's website, www.smf.org. The website also includes discussions of testing, comparisons of Snell requirements with other helmet standards and other items of interest such as brochures, DVDs and other materials made available to organizations and individuals promoting helmet safety.

In Snell's certification process, helmet makers submit samples of their helmets for Snell certification testing at Snell's California laboratory. If the helmets do well, Snell will include them in the program but the helmet maker must first sign Snell's standard license agreement. This license agreement allows Snell to acquire units of Snell certified models and test for continuing protective capability for as long as the model remains in production. All these enforcement units come from dealers and distributors, the same places riders go for their own helmets.

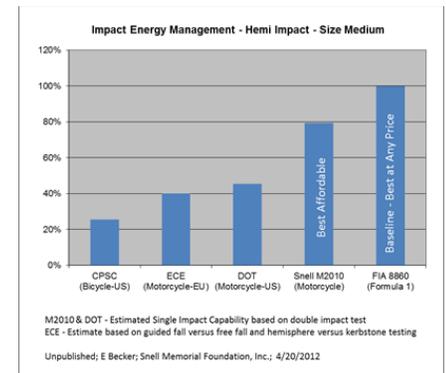
The helmet makers also agree to put Snell certification labels into each unit of their certified helmets. Snell's enforcement testing is based on the amounts of labels used. But Snell charges a fee for each of these labels and it's these label fees which pay for the bulk of Snell programs. Many riders look for this label. It is Snell's assurance that the helmet will provide the highest levels of head protection a rider might reasonably be expected to wear. Motorcycle helmets are essentially



impact protection, they put a hard shell and an impact managing liner between a motorcyclist's head and the pavement or the curb or any hard, unyielding surface that might be in the way. If the helmet can handle the hit, the rider may be okay. The difference between helmets is the size of the hit they can handle. Snell demands that helmets manage big hits. As shown in the chart below, the energy attenuation limits of the M2015 standard are the highest in the industry for motorcycle use.

Snell certified helmets also do well for little hits. Side by side testing at Snell has demonstrated that there is no statistical difference in minor impacts between the performance of Snell certified motorcycle helmets and those qualified to DOT only. But as impact severity increases, many DOT-only helmets become overwhelmed and transmit dangerous levels of shock while Snell certified models continue to perform well.

Most currently available motorcycle helmets are made for adults instead of children. Even if the circumference matches, an adult helmet may be poorly suited to a child's shorter face height and neck length. And, of course, young children may not be able to manage the weight of an adult helmet and still ride competently. Voluntary neck strength does not really start to increase until puberty. The Snell/FIA CM2007 standard was designed for minors 6 years of age and older. There are two flavors of CM2007: CMS2007 applies to helmets used for children's motocross competition and off-road riding. But CMR2007 permits a slightly more restricted visual field suitable for children's karting events. Both flavors look for lighter helmets suited to the smaller profile of children. All the Snell certified children's motorsports helmets available in North America are intended for children's karting. However, although Snell does not recommend street use, anyone seeking helmets for young motorcycle passengers might consider the Vega model KDF15 which is also sold as the model Trak Jr. Vega claims DOT compliance for this helmet which means it is legal for street use.



Dr. Thomas
Snell Memorial Foundation



The Connecticut Compromise – BRCu 2015



This last year has been a challenging one for those who administer Motorcycle Rider Training Programs. Along with declining enrollments, budget cuts, retirements, and record snowfalls, the Motorcycle Safety Foundation (MSF) surprised us with a new student handbook and a long-awaited major curriculum change. This left Connecticut with the task of selecting from at least five basic rider training curricula options, four of which were MSF products.

The MSF states that “Because the BRC (updated) is modularized and allows for multiple delivery options, initial information may seem a bit overwhelming. Once a jurisdiction determines the delivery option it will use, implementation becomes easy to understand.”

The curriculum change disrupted my retirement, as the Connecticut Rider Education Program (CONREP) asked me to assist in selecting the best option. After completing the Transitional RiderCoach Training Preparation Course (TRCTP) in the summer of 2014, I was tasked with helping State Leaders move from the “overwhelming” to “easy to understand” and matching administrative constraints with the curriculum requirements.

MSF prefers that states use the online eCourse with a 5-hour formal classroom and 10 hours of range (e3x5x10). From a trainer’s viewpoint, the eCourse looked like a great idea. However, for an administrator in a mandatory training state, the eCourse presents several challenges. A critical issue in Connecticut was requiring students to access a computer, give their personal information and pay additional on-line fees to a private vendor. This is a hard sell in a state that has experienced numerous public data breaches and lost laptops containing sensitive information from other agencies. No high level manager would sign off on a program with so much perceived risk. Consequently the eCourse could not be part of our primary option.

The second option required 5 hours of Level I Classroom, 5 hours of Level II classroom with behavioral content and 10 hours of range (5x5x10). The administrative cost of increased man-hours & facility fees associated with this option were too much to manage. The next option (5X10) was much more administratively feasible but sacrificed all of the Level II behavioral content. This option was not acceptable in the eyes of a trainer. Stalemate!

It was time to enact a Connecticut Compromise like the one offered in 1776 by Roger Sherman to create a government that allowed equal influence among the states regardless of size. We worked within our old BRC scheduled format of 6 hours of classroom and 11 hours range to create our modern day BRCu compromise. This approach required no administrative changes while incorporating some of the behavioral content. A compromise that incorporates MSF’s BRCu Level I classroom with Level II supplements. The six hour classroom incorporates the BRCu Level I classroom, Rider Self-Assessment, Pre Ride Quiz, See Zee, Impairment Goggles, Vision and Reaction, and the Values, Judgment and Choices supplements. The 11 hour range includes all of the new BRCu exercises, setup, administrative undertakings and remedial activities.

Because this approach required no change in classroom hours or pay rates, we are able to offer both the BRC & BRCu at each training site throughout the year. In spite of the weather, we can take our time re-marking the ranges and updating RiderCoaches without limiting the number of novice courses. We are now free to pursue adding the preferred e3/5/10 (eCourse) in 2016 as an optional notice course.

It looks like my retirement may have to wait a little longer. Now if anyone can show me how to conduct training on a glacier I would truly appreciate it.

Ray Gaulin
SMSA Individual Gold Level Member

SMSA Welcomes Newest Members

SMSA welcomes our newest SMSA Supporting Non-Profit Members: Accident Scene Management/Road Guardians, the National Motorcycle Institute and the Virginia Coalition of Motorcyclists. Welcome to the SMSA family.



New Director for Idaho STAR

The Idaho **STAR** program has a new Director and a homegrown one since Sunshine Beer was selected in January to oversee operations. Sunshine started as a **STAR** Instructor and swiftly moved up the ranks to Training Manager under Stacey “Ax” Axmaker.



“Within one month of becoming an instructor, I knew this is what I wanted to do ‘when I grew up.’ It was easy to see how passionate Ron Shepard was about the program and about motorcycle safety, and he really inspired me to make a career out of it. I told him I wanted his job, and he told me to “mellow out.” I’ve been working on it ever since. If you knew Ron, you would know him telling me to “mellow out” is hysterical,” she said.

Sunshine says her biggest challenge right now is: “Putting together and training a new program leadership team. We typically employ four full-time professional staff members. Right now, we have three, and they are all in brand-new positions, myself included. It’s stressful, but it’s also very exciting to imagine the potential of this dynamic new team.”

When asked about future plans she replied, “**STAR** is a fabulous program with a history of visionary leaders. Both Ron and Ax were great role models. My goal is to continue their legacies of exploring and implementing processes and systems that keep the program on the forefront of the industry and perpetuate our reputation as the big little renegade state in the Northwest. Of course, our goal is to reach all riders of Idaho and help shape attitudes that embrace safety and smart choices, ultimately driving down serious injury and fatality crashes.”



Nevada Hosts First Motorcycle Safety Forum

During the bi-annual, two day DOT/Office of Traffic Safety - Safety Summit, the Nevada Rider Motorcycle Safety Program hosted a Motorcycle Safety Forum. The four hour Forum which took place March 24 at the Peppermill Resort in Reno included the following speakers and topics:

Bill Watada – NHTSA Region 8, “Emerging Motorcycle Safety Issues: A Federal Perspective”

Dr. Ray Ochs – MSF, “Learning Moments in Motorcycle Safety Foundation Curricula”

Sergeant Rich Strader – Las Vegas Metro PD, “Motorcycle Crash Reconstruction”

Nevada RiderCoaches – Accident Scene Management, Inc., “A Crash Course for the Motorcyclist: Bystander Assistance”

Nadia Fulkerson – University of Nevada School of Medicine, “Trauma Center Perspective on Motorcycle Crashes”

Dr. Sherry Williams – Transportation Research Board, “Applying the Traffic Safety Culture Perspective to Motorcycle Safety Interventions”

Also during the Safety Summit Nevada-specific crash and fatality data was reviewed and there were small groups working to develop strategies and activities to combat the rising occurrences of motorcycle crashes and fatalities.

For further information please contact:

Pete Vander Aa

Program Administrator
Nevada Rider Motorcycle
Safety Program
775-684-7480

pvanderaa@dps.state.nv.us



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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**. Sessions will focus on research projects, data collection, working collaboratively, rider education and much more. Other activities will include a tour of the Harley-Davidson Motor Company USA York Pennsylvania Plant, outside exhibits (i.e., autocycles), the Saturday Seminar for Enhancing Rider Training Delivery Skills and more.

Additional information is available at www.smsa.org under Events. We look forward to seeing you in Baltimore, Maryland at the 2015 Symposium.

SMSA Membership Update

The National Association of State Motorcycle Safety Administrators would like to announce its new membership structure for the 2015 year. The new member structure will affect the Individual Member and the Supporting Member Categories. SMSA has created these new levels to expand membership and to provide additional opportunities for member participation.

The Individual Membership Category will have two levels – Gold Individual Member and Silver Individual Member.

The Supporting Membership Category will have four levels – Supporting Corporate Member, Supporting Corporate Partner, Supporting Non-Profit Member, and Supporting Small Business Member.

SMSA would like to thank all of its members for their continued support and encourage you to share the new membership structure with the motorcycle community.



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 Updates

- Andrew Krajewski, SMSA Project Manager attended the Transportation Research Board (TRB) – ANF30 Motorcycles and Mopeds Committee Meeting in Washington, D.C. January 13, 2015.
- Brett Robinson, SMSA Executive Director, met with staff from the Transportation Safety Division - Oregon Department of Transportation (ODOT), Robert Reichenberg, Chairperson of the Oregon Governor's Advisory Committee on Motorcycle Safety and staff from TEAM OREGON March 10-11, 2015 in conjunction with a visit to the potential hotel site for the 2016 SMSA Conference.
- Andrew Krajewski, SMSA Project Manager provided a presentation at the 2015 Lifesavers Conference in Chicago, Illinois March 15, 2015 on Motorcycle Safety Program Assessments which also highlighted the SMSA Motorcycle Safety Program Assessment tool.
- Brett Robinson, SMSA Executive Director had the opportunity to meet with Carol Thurn, Program Manager with the North Dakota Department of Transportation March 27-28, 2015, during his other travels, to seek feedback on the changes occurring within SMSA.
- Bruce Biondo, SMSA Chairperson, Brett Robinson, SMSA Executive Director and Andrew Krajewski, SMSA Project Manager, met with the National Highway Traffic Safety Administration (NHTSA) and the Governor Highway Safety Association (GHSA) on March 30, 2015 to continue furthering SMSA's relationship with them. Among various topics, the formation of a National Motorcycle Safety Coalition and SMSA's Model Data Collection project were discussed. Additional meetings with the American Association of Motor Vehicle Administrators (AAMVA), the Federal Highway Administration (FHWA) and the AAA Foundation for Traffic Safety are planned.

