



NATIONAL ASSOCIATION of STATE MOTORCYCLE SAFETY ADMINISTRATORS

# SMSA Spotlight Magazine

Spring 2016

## Get to know your SMSA Executive Committee Members

### Andrea Nygard (WA) At-Large-Member



As a newer member of the motorcycle safety community, I am excited for the opportunity to make a difference at both a state and national level as a part of the SMSA executive committee.

Since 2013, I have been the Program Manager for the Washington State Motorcycle Safety Program and the Washington State representative for SMSA. Our program is housed within the State's Department of Licensing and we are responsible for license endorsement and testing standards, training, regulatory enforcement and public outreach. I bring to the program my experience in organizational development, program management, budgeting, contract management, legislative analysis and policy development.

I am committed to public service and, more specifically, to public safety. Working in the motorcycle safety program has given me the opportunity to make a real difference in the safety of Washington citizens on our roadways. Over the past three years, I have developed new training school contracts, re-designed our training subsidy program, applied for and received federal grants, created various education and outreach projects and built a dynamic team. I am also an active member of other state safety

programs such as the Washington Impaired Driver Advisory Council and the Washington Highway Safety Target Zero Team.

As a motorcycle safety professional I am extremely aware of the need to continue to improve our efforts to promote motorcycle safety and awareness, identify responsible practices and establish sound policies and programs. I want to expand motorcycle safety beyond the established rider training efforts. There is no one sole strategy that will accomplish the common goal of reducing motorcycle related fatalities; a multiphase, comprehensive approach is necessary. Motorcycle safety programs must evolve to better address rider behaviors and the challenges that face us, including changes in the riding community, safety and technological improvements to motorcycles and protective gear and changes in public perceptions. Consistency and collaboration across different jurisdictions and disciplines, and the use of best practices and proven strategies is a goal I strive to accomplish as an executive committee member.

Sincerely, Andrea Nygard

### Early Registration 2016 SMSA Training Summit

Early registration is open until August 26, 2016.

### SMSA 2016 Call for Papers

The deadline for the Call for Papers is May 31, 2016.



### 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.



# Nevada Rider Chalkboard Online Video

Additionally, social media consumption continues to rise in the 26-55 age bracket, offering advertisers some of the best targeting available. Once again, allowing us to hone in. Social media complimented the digital efforts by positioning content on each channel that the audience interacts with.

**Background:** Motorcycles are a part of the great American tradition. It’s all about escaping the cages, exploring the open road and seeing the world. The fact is that, along with the joys, there are certain risks that come with riding a motorcycle. Between 2009 and 2013, nearly 1,100 motorcyclists were seriously injured in Nevada and almost 250 riders lost their lives on our roadways. In an effort to educate riders on safe driving behaviors and decrease motorcycle fatalities on Nevada’s roads, a unique and more effective approach was needed. The Nevada Rider Chalkboard Video meets this need by illustrating the three most dangerous behaviors for motorcyclists in Nevada.

**Objective:** The objectives of the video were to educate motorcyclists on the dangers of speeding, drinking while riding and not wearing a helmet. In order to do this effectively, we felt we needed to reach 75% of Nevada’s 80,000 motorcycle riders with a frequency of 7. The chalkboard approach was chosen because it was a unique way to stand out and get the motorcycle safety message to those who needed to see it. We created eye-catching graphics that gave the video a motorcycle culture look and feel. Artists were then photographed drawing the designs and animation was added in post-production. Our key messages included:

- Wear a Helmet: It’s the Law
- Slow Down: Speed Kills
- Nevada Riders Ride Sober

Videos 60, 30 and 15 seconds in length were created so that they could be placed on a variety of channels, reaching a larger percentage of riders in Nevada.

**Audience:** The challenge here was that we were trying to reach a very specific target demographic motorcycle rider in Nevada. Additionally, we knew that most motorcycle fatalities and injuries in Nevada involve male riders ages 26-55. We wanted to reach as many people in this target as possible with as little waste as possible.

From a media buying perspective, we knew that online advertising offers some of the best targeting available and with it, we were able to hone in specifically on our target. Creating an online video, allowed us to expand the message to digital channels where younger adults are consuming content.

**Budget:** The budget for video production and media was limited. We wanted to create an effective video that offered longevity, so that we would get the most out of our budget. With a simple filming process, messaging that did not include annual statistics and some creative thinking, we were able to create the video for \$17,557. The video will live online for years to come. By keeping the production budget low, we were able to allocate more dollars to the media buy, which allowed us to target our audience more efficiently, resulting in a higher reach and frequency.

**Results:** Although evaluation of the impact on awareness of the key behaviors has not yet been conducted, the number of views that the video has received exceeded our expectations and tells us that we successfully reached viewers and are getting the message across with a high frequency.

- The reach for this online video was 88.9% and we obtained a 12 frequency.
- Additional results:
  - YouTube impressions during the campaign run time were 869,054.
  - YouTube views to date are at 75,934.
  - Pre-roll impressions were 638,485.
  - On Facebook, the video received positive feedback with 496 likes, 35 comments and 76 shares.
  - With eye-catching graphics and a specifically targeted online media buy, we were able to reach 88.9% of motorcycle riders in Nevada with a frequency of 12.

**Supporting Materials:** All versions of the video can be found as downloads:

[Zero Fatalities Nevada: Get on Board with Safe Riding:15](#)

[Zero Fatalities Nevada: Get on Board with Safe Riding:30](#)

[Zero Fatalities Nevada: Get on Board with Safe Riding:60](#)

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## Michigan Tackles the Unendorsed

In 2012, the Michigan Office of Highway Safety Planning (OHSP) analyzed motorcycle rider crash data and determined that the “unendorsed” operator was far over-represented in motorcycle crashes in the state. Unendorsed operators were involved in more than half of all motorcycle crashes and fatalities. Analysis of motorcycle registrations (nearly 250,000) with the Michigan Department of State (MDOS) revealed that about 20 percent (nearly 50,000) were being operated by an unendorsed motorcyclist. This may be due to a lack of proper motorcycle training by riders, and the motorcycle safety community wondered if proper motorcycle training would reduce crashes.

The OHSP, with the support of several state motorcyclist safety partners, coordinated an initiative to contact every known unendorsed operator of a registered motorcycle in Michigan with a strategically planned message. In early spring of 2013, nearly 50,000 motorcycle owners were mailed a postcard informing them of the benefits of becoming a properly trained and endorsed motorcyclist--and encouraging them to “Come out of the Shadows.”

In the fall of 2013, nearing the end of the riding season, motorcycle crash data and registration records were analyzed to determine if the spring mailing had a positive effect. Although the unendorsed population was reduced slightly, OHSP found that the first mailing missed a large population of unendorsed operators (nearly 10,000 additional owners) because the mailing did not capture the annual seasonal peak in motorcycle registrations during the Michigan riding season. About 20 percent of the motorcycling population continued to ride unendorsed, representing nearly 55 percent of all motorcycle crashes in Michigan. A second analysis of 2013 motorcyclist fatalities revealed that nearly 85 percent of those riders killed had not taken a certified motorcycle training course within the last 10 years, supporting the initial theory that the unendorsed motorcyclist fatalities also lacked proper motorcycle operation training.

OHSP continued the effort to contact the unendorsed population by mail again in the spring of 2014. A stronger message was used, focusing on the consequences of riding untrained and unendorsed. A follow-up analysis in the fall of 2014 revealed that a



significant proportion of the unendorsed riding population had potentially received the message. Unendorsed riders were estimated to represent about 16 percent of the registered Michigan motorcycling population, a four percent decrease from the previous year and a 13 percent decrease in the total number of unendorsed operators. OHSP determined that, of those that were mailed a postcard in the spring, over 5,400 (13 percent) had obtained their endorsements during the season. Preliminary 2014 crash data has not been analyzed yet to determine the number of unendorsed operators involved in a motorcycle crash, injury or fatality, but overall motorcycle crashes in Michigan are predicted to be less than the previous riding season.

OHSP conducted a third mailing in the spring of 2015 to the remaining 41,000 unendorsed owners of a registered motorcycle with the State of Michigan and a fourth mailing in mid-summer of 2015 to remind those who continue to operate a motorcycle in Michigan unendorsed of the consequences. A similar effort is planned for 2016.



The total number of unendorsed Michigan riders was reduced by 20 percent from 2012 to 2015. It is our firm belief that this effort is having a positive effect on reducing the number of unendorsed motorcyclists involved in a crash or fatality in Michigan.

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Learn to ride at [www.Michigan.gov/motorcycling](http://www.Michigan.gov/motorcycling)  
and Ride Safe to Ride Again!



## Osceola Gets SMART



Four years ago, the Osceola County Sheriff's Office became one of the first law enforcement agencies in Florida to create a motorcycle training course

designed specifically for citizens. In 2011, a local citizen and avid motorcycle rider approached the Sheriff to help organize a course for a group of riders. Sgt. Daniel Abrahamson, a certified police motorcycle instructor and field training officer, Motor Unit supervisor and 25-year veteran of the Sheriff's Office, was tasked with creating a program. The first course was taught three months later.

Since its inception, more than 400 riders have graduated from the course and many local motorcycle clubs have endorsed the program. In addition, law enforcement agencies across the United States have contacted the Motor Unit to learn more about the program in an effort to begin implementing the course in their jurisdictions.

Most recently, the agency received a \$20,000 grant from the Florida Department of Transportation to increase the number of participants and to provide promotional and marketing resources.

*"The benefit we all received cannot be acquired from a book or video, it can only be gained by practice under the vigilant eyes of dedicated instructors. The vast practical experience of your deputies helped us in more ways than we can imagine. We all left the training far better riders than when we arrived."* -

John Russell, business manager for the Florida Chapter of the Blue Knights.

Safe Motorcycle and Rider Techniques (SMART) is the only program in Central Florida taught by certified law enforcement officers and offered free of



charge to all riders. Training is conducted at the Technical Education Center of Osceola (TECO) in a closed course environment and taught by Deputies in the Motor Unit. Participants receive individualized attention and riders are taught the fundamentals needed to safely operate a motorcycle. This course is not

designed to assist new riders with obtaining their motorcycle endorsement, but serves more experienced riders, and requires participants to already have a valid motorcycle endorsement to participate.

SMART is divided into four key skill objectives which are essential to enhancing the safety of motorcycle riding.

- Proper use of head and eyes during turning
- Dipping the bike to facilitate transitioning
- Leaning the bike to make tighter turns
- Properly manipulating the clutch, throttle and brake

During the 6-hour course, participants are divided into smaller groups and rotate among six stations which last 45 minutes each with 15 minute breaks in between. Even during the breaks, instructors take 5 minutes to discuss how to pick up a fallen motorcycle, "t-clocs" motorcycle pre-ride safety inspections, approaching intersections and group riding. At each of the six stations, instructors demonstrate various maneuvers and techniques to teach figure eights, braking, cone weaving, U-turns and intersection and curve negotiations. SMART instructors emphasize that motorcycle riders must contribute to their own safety by wearing a helmet. They also explain the importance of not driving impaired and they stress the dangers of not properly operating a motorcycle.

"Our Motor Unit deputies take pride in providing this service and it is evident in the success of the program," stated Sheriff Bob Hansell.



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## SMSA 2016 Call for Papers

The SMSA is actively seeking presenters for the annual SMSA National Training Summit September 21 through 24, 2016, in Portland, Oregon.

The 2016 National Training Summit will focus on **“Motorcycle Safety and Rider Education – The Next Steps.”** The SMSA would like to see presentations submitted that address:

### Comprehensive Motorcycle Safety Programs

- Innovative programs for motorcycle safety and rider education
- Integrating Law Enforcement into motorcycle safety and rider education
- New technology and its effect on motorcycle safety and rider education programs
- New motorcycle and protective equipment technology
- Partnerships and coalitions that work and why
- Making the most of resources, partners and funding
- Strategic safety plans for motorcycle safety and integrating motorcycle safety into highway safety plans and programs
- Current research regarding motorcycle operation and safety
- Impact of research on the future motorcycle safety efforts
- Innovative research conducted by states
- Data linking, integration and analysis
- How data collected is used in planning, decision making and evaluation
- Choosing and implementing safety countermeasures based on data analysis

### Rider Education and Training

- Rider education and training in the future
- Reaching new audiences
- Training beyond the parking lot
- New educational technologies
- Instructor qualifications and capabilities

- Rider education and training’s contribution to a comprehensive motorcycle safety effort
- Reaching potential instructors
- Range Activities (riding and training activities located in the parking lot at the conference center Thursday-Saturday) (90 min. blocks)
- Specific training sessions for instructors, instructor trainers, site coordinators, evaluators, etc. (90 min. classroom or range blocks)
- Specific training sessions for administrators, directors, etc. (90 min. classroom blocks)

**The deadline for the Call for Papers is May 31, 2016.**

If you or someone you know has a professional, quality presentation on an aspect of motorcycle safety, please submit the attached form to the SMSA office at [office@smsa.org](mailto:office@smsa.org).

For more information about the 2016 SMSA National Training Summit please visit the SMSA website at [www.smsa.org](http://www.smsa.org).

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## Register Early and Save!

Register early for the SMSA 2016 National Training Summit and save money for

your program. The Summit will be held at the Red Lion Hotel in Portland Oregon, September 21-24, 2016 and early registration is open until August 26, 2016.

The theme of this year's National Training Summit is **Motorcycle Safety – The Next Steps**. The Summit is offering Professional Development Workshops for Administrators and Instructors. Summit sessions are following an Administrative Track, a Rider/Trainer track, as well as range activity/Training sessions throughout each day. TEAM OREGON will have motorcycles available.

We look forward to seeing you there this fall!

[2016 Summit Registration Form](#)

[2016 SMSA Summit Promo Video](#)

Like Us on Facebook



[www.facebook.com/smsa1984](http://www.facebook.com/smsa1984)

## Welcome New SMSA Members

SMSA would like to welcome new Silver Level member Robert Fielding and new Gold Level member Tom Cody.

## Get Your Company's Message Heard

The SMSA 2016 National Training Summit provides your company with the opportunity to introduce its services, technology, and products to leaders in the motorcycle safety and education industry.

There are various ways to sponsor an event at the 2016 SMSA Summit. If you would like to learn more about customizing a sponsorship opportunity, please contact the SMSA Office at 724-801-8075 or by email at [office@smsa.org](mailto:office@smsa.org).

## Step Into the Spotlight

If you would like to have your article featured in the Summer edition of *Spotlight Magazine*, please submit them to the SMSA office. Articles can showcase your state safety campaigns, state programs, new motorcycles, anything motorcycle related.

Advertisements for Supporting Members: please submit any new advertisements that can be featured in the Spotlight as well as the 2016 Summit Agenda.

## Thank You SMSA Supporting Members

