



# **The National Association of State Motorcycle Safety Administrators (SMSA) Strategic Plan**

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## **PURPOSE**

This Strategic Plan will serve as a roadmap to define the future of the National Association of State Motorcycle Safety Administrators (SMSA).

## **OBJECTIVE**

To outline the strategies for SMSA to achieve its mission, vision and goals.

## **BENEFITS**

Following this Strategic Plan will enhance SMSA's leadership role within the motorcycle safety community.

## **EVALUATION**

The SMSA Executive Committee shall review the status of each Strategy during regularly scheduled meetings and conference calls to ensure milestones and deliverables are met.

## MAINTENANCE

The Strategic Plan will be reviewed and updated annually to ensure the plan is current and reflects the needs of the SMSA Membership and the motorcycle safety community. The SMSA Executive Committee shall conduct regular conference calls and meet at least once a year to review the status of the Strategic Plan as established in the “*Requirements for the Review and Update of the SMSA Strategic Plan*” document which is available on the SMSA website at [www.smsa.org](http://www.smsa.org). This document outlines the requirements for maintaining the Strategic Plan and the process for submitting comments or suggestions for future versions of the Strategic Plan.

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## MISSION

*To assist motorcycle safety programs, through collaboration and partnerships, to implement comprehensive, data-driven motorcycle safety programs and countermeasures to achieve a significant reduction in motorcycle operator traffic crashes, fatalities and injuries.*

## VISION

*To be recognized as a national leader and resource for motorcycle safety programs.*

## GOALS

1. Expand member support services and benefits.
2. Support and encourage comprehensive motorcycle safety programs and countermeasures at the national, State and local levels.
3. Support the NHTSA Highway Safety Program Guideline No. 3 – Motorcycle Safety as a national priority and develop programs and resources to assist State and local Programs.
4. Support and encourage comprehensive State Motorcycle Safety Plans.
5. Establish and maintain partnerships with federal, State, professional and stakeholder organizations that support comprehensive motorcycle safety programs.
6. Serve as an online clearinghouse for resources and materials that assist in developing, implementing and evaluating comprehensive motorcycle safety programs.
7. Serve as a trusted national resource and partner for motorcycle safety issues and advocacy.

## CORE VALUES

1. Respect the diversity of our members and partners.
2. Collaborate with our members and partners.
3. Provide opportunities for open communication between our members and partners.
4. Operate in an ethical, professional and transparent manner.
5. Operate in a fiscally responsible manner.
6. Build trust and confidence by committing to excellence.
7. Promote evidence-based practices and approaches.

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## BACKGROUND

The SMSA was established in 1984 as a forum for the exchange of information among motorcycle education programs. The SMSA works to foster and promote motorcycle safety programs and to represent concerns related to motorcycle safety by working cooperatively with those individuals and organizations with an interest in motorcycle safety.

The SMSA is a 501(c)(3) nonprofit organization that provides leadership for comprehensive motorcycle safety programs by:

- Encouraging comprehensive programs
- Providing guidance on adoption and administration of policy and standards
- Promoting effective management practices
- Identifying proven best practices
- Encouraging data collection, sharing and research
- Fostering communication, collaboration and partnerships
- Influencing national policy and standards

SMSA members are state agencies, national organizations, companies and individuals interested in reducing motorcycle crashes and injuries. SMSA brings together the talents of a nationwide network of motorcycle safety professionals to share information, products and events, as well as video and audio public service announcements that highlight motorcycle safety awareness.

The SMSA is dedicated to serving the needs and interests of motorcycle safety programs by advocating motorcycle safety and fostering and promoting the exchange of ideas and resources.

## SMSA STRATEGIC AREAS OF EMPHASIS

The following are the six (6) strategies for the SMSA's Strategic Areas of Emphasis.

Strategies	
<b>Emphasis Area #1</b>	Increase SMSA's annual revenues to support and expand member services, benefits and resources.
<b>Emphasis Area #2</b>	Support State efforts to administer effective motorcycle safety programs.
<b>Emphasis Area #3</b>	Support and encourage rider education and training for entry-level riders and life-long learning experiences for existing motorcycle operators.
<b>Emphasis Area #4</b>	Encourage states to implement a comprehensive approach for reducing motorcycle operator crashes as identified in the <i>NHTSA Uniform Guidelines for State Highway Safety Programs: Guideline No. 3 Motorcycle Safety</i> .
<b>Emphasis Area #5</b>	Promote data collection, research and sharing of information to implement and evaluate motorcycle safety programs, countermeasures and initiatives.
<b>Emphasis Area #6</b>	Develop and strengthen partnerships with government agencies and stakeholder organizations to influence policies, standards and practices that impact motorcycle safety program efforts.

## SMSA ANNUAL 1-YEAR WORK PLAN

The SMSA has identified six (6) key strategies within its Strategic Areas of Emphasis. These strategies will be utilized to develop action items for SMSA annual work plans. The annual work plans will allow the SMSA to prioritize action items, measure and evaluate accomplishments and provide the necessary flexibility to stay up-to-date with the possible changes in motorcycle safety efforts.

The annual work plans will be distributed to the membership for review prior to the annual Members Business Meeting. During the business meeting, the current annual plan will be reviewed and the upcoming plan will be discussed and voted upon. This review and voting process permits the membership to be active participants in the SMSA.

Appendix A provides the 2014 SMSA Annual 1-Year Work Plan  
Appendix B provides the 2013 SMSA Annual 1-Year Work Plan

## FUNDING CONSIDERATIONS

This Strategic Plan does not provide for the funding to complete the Strategies outlined in this document. Additional resources and efforts will likely be required to complete the Strategies. The Association must work cooperatively with other organizations to establish the resources needed.

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## GLOSSARY

AAMVA	American Association of Motor Vehicle Administrators
AMA	American Motorcyclist Association
ASHTO	Association of State Highway Transportation Officials
EC	SMSA Executive Committee
DOD	Department of Defense
GHSA	Governors Highway Safety Association
IACP	International Association of Chiefs of Police
FHWA	Federal Highway Administration
MIA	Motorcycle Industry Association
MIC	Motorcycle Industry Council
MRF	Motorcycle Riders Federation
MSF	Motorcycle Safety Foundation
NHTSA	National Highway Transportation Safety Administration
NMDA	National Motorcycle Dealers Association
NSA	National Sheriffs Association
NTSB	National Transportation Safety Board
SMSA	National Association of State Motorcycle Safety Administrators
TRB	Transportation Research Board